

E Pluribus Unum

A Study of Americans' Views on National Identity

Prepared for

The Bradley Project on National Identity May 13, 2008

Table of Contents

Background & Objectives	3
Sample and Methodology	4
Key Findings	5
Detailed Findings	12
Respondent Profile	46

Background and Objectives

- In October 2007, the Bradley Project on National Identity commissioned Harris Interactive to conduct a national survey to gauge Americans' attitudes on issues surrounding national identity, unity and historical literacy.
- The Bradley Project was interested in exploring
 - Americans' levels of civic engagement and their beliefs about citizenship and immigration
 - What people think about the shared values and beliefs that make them part of one nation
 - People's perceptions and concerns about the level of division in this country among a variety of groups
 - Views on the quality of U.S. history education received at all levels of schooling
 - Knowledge of U.S. history, based on questions for the U.S. citizenship examination
- The results of this survey are intended for public release, with the intent of bringing these issues closer to the forefront of Americans' minds.

Sample & Methodology

- This research was conducted between December 10, 2007 and December 17, 2007 among members of the Harris Poll Online Panel, a group of several million people who have agreed to participate in survey research.
- A total of 2,421 individuals, U.S. citizens aged 18 and older, qualified and completed the full survey.
- Demographic weighting was used to ensure that the data represent the national population of adult U.S. citizens. Propensity score weighting adjusted for respondents' propensity to be online.

Key Findings

Key Findings

- Most U.S. citizens believe that the United States is unique among countries in the world. This view seems to be stronger among older respondents, registered voters, and Republicans.
 - Over eight in ten (84%) of those surveyed believe there is a unique American national identity based on shared beliefs, values, and culture.
 - Additionally, over three quarters (76%) report that despite the great ethnic diversity in the U.S., there is still a unique American culture.
- When asked exactly what they think it means to be an American, those surveyed are overwhelmingly positive, and agree on several points.
 - Almost six in ten U.S. citizens (59%) mentioned “freedom” in their definition of what it means to be an American. Patriotism and democracy were also common mentions among respondents.
- Despite Americans’ common view that a unique national identity exists, the majority of Americans (63%) also report that this identity is growing weaker. Those surveyed also feel that there is a great deal of division in the U.S. between various groups of people.
 - Americans surveyed tend to agree across subgroups that the nation is divided along ethnic and cultural lines, with 89% report the U.S. is somewhat or very divided in this way.
 - However, differences across age groups, political party, and voter registration status emerge more strongly over level of concern about these divisions. While those that believe there is definitely a national identity report less division in along ethnic lines (88%) than do those who don’t believe there is a national identity (92%), they are more concerned about the division than others (85% vs. 69% of those who believe there is no national identity).
- In fact, one-quarter of Americans (24%) believe that since there are so many different ethnic groups and cultures in the U.S., there is no single definition of what it means to be an American.
 - Those aged 18-34 are more likely to believe this than older Americans, with 43% saying so, compared with just 10% of those 65 and older.
 - Democrats (30%) and Independents (25%) are more than twice as likely as Republicans (12%) to say there is no single definition of what it means to be an American.

Key findings (cont'd)

- When asked about shared values with a variety of groups of people in the U.S., more evidence of divisions emerge among those surveyed. Additionally, disagreement in responses between members of different political parties enhances the evidence of division in the U.S. along political lines.
 - Americans are most likely to report that enlisted soldiers (70%), followed by K-12 teachers (65%), share their values, and least likely to say that U.S. political leaders (29%) or members of the news media (31%) did so.
 - When asked about sharing values with a variety of people in the U.S. a plurality of Americans surveyed indicate that business leaders do not share their values (43%), and a majority reported that entertainment figures (51%), members of the news media (51%), and U.S. political leaders (53%) don't share their values.
 - Republicans and Democrats disagree on almost every assessment regarding values sharing. For example, more than twice as many Democrats (67%) as Republicans (31%) report that college and university professors share their values, whereas the reverse is true for U.S. military commanders, for which 82% of Republicans report shared values, compared with 36% of Democrats.
- Despite this division, U.S. citizens have very positive attitudes about being Americans overall, though variations in responses are seen across subgroups including age, political party, voter registration, and belief in an American national identity.
 - Almost nine out of ten (89%) believe that U.S. citizens are better off than citizens in other nations.
 - Additionally, almost two-thirds of those surveyed (64%) believe the U.S. as a nation is better than other countries. Just 3% of respondents report that the United States is worse than other countries.
 - Almost all of those surveyed (94%) report that they are proud to be Americans, and 92% believe most other citizens are proud of this as well.

Key Findings (cont'd)

- Many Americans demonstrated allegiance to the U.S. through their responses to questions concerning international issues.
 - Most Americans (83%) report that they consider themselves citizens of the U.S. more so than citizens of the world. Those born outside of the U.S. were more likely to consider themselves global citizens; however less than half of these respondents responded this way.
 - While just over one-quarter of U.S. citizens (28%) are unsure, the majority (60%) report that it is a bad thing for U.S. -based corporations to act without any allegiance to the U.S.
 - Additionally, two-thirds (66%) believe that the U.S. Constitution should trump international law in instances when there is a conflict. Those in the 18-34 age group (45%) and those who do not believe there is a national identity (49%) are much less likely to report this.
- Those surveyed also report taking active roles as citizens, especially Americans in older age groups.
 - Most Americans (85%) report being registered voters, and 96% of those 55 years old or older report this.
 - Eight in ten Americans surveyed (80%) say they are somewhat or very interested in politics, though while almost half (46%) of individuals 55 and older report being very interested, just over a quarter (26%) of those 18-34 report this.
 - Two-thirds of U.S. citizens surveyed (66%) have either served in the military themselves or have a family member who has done so.
 - Americans tend to agree on the importance of civic and community participation, but again, older people are much more likely (42% of those 55 and older) than younger people (29% of 18-34 year olds) to say that it is very important.

Key Findings (cont'd)

- Americans surveyed also believe that new citizens should take an active role as citizens, and that a big part of that is immersing themselves in American culture and learning English. However citizens in the 18-34 age group and those who do not believe there is a unique national identity are much less likely to feel this way.
 - The vast majority of Americans (89%) feel that Americanization or assimilation, through learning English and embracing American culture and values, are important to successful immigration, and most Americans (73%) believe that immigrants should be required to give up allegiance to their former nations upon becoming U.S. citizens.
 - Almost three quarters of U.S. citizens (71%) believe that English should definitely be the official language in the U.S. In fact, just 1% of respondents do not think it is important that all citizens speak and read English.
 - 86% of those surveyed report that individuals who belong to groups that oppose the U.S. system of government, such as some radical Islamist groups, definitely or probably should not be permitted to immigrate to the U.S.
 - In reference to division in the U.S. along political lines, most Americans (91%) report at least some division, with a full 50% reporting that the country is very divided politically.
 - However, overall Americans are less concerned about political division than they are about ethnic and cultural division (72% are somewhat or very concerned). Interestingly, those who believe there is no unique national identity are more concerned about political division (75%) than those who believe there is somewhat of a national identity (69%) or those who believe there is definitely a national identity (74%).

Key Findings (cont'd)



- When it comes to education issues, Americans surveyed tend to agree that more education in U.S. history is needed, and that perhaps this should be mandated by the government.
 - Over eight in ten Americans (81%) report that that students in U.S. public schools should learn more about America's founding documents. Additionally, 76% believe students should learn more about U.S. military history, 69% think they should learn more about heroes in U.S. history, and 66% believe students should learn more about slavery and America's other failings. No more than 6% believe that American students should learn less about any of these topics.
 - Most U.S. citizens (80%) report that teaching students about the rights and responsibilities of citizenship and pride in being a U.S. citizen should be a bigger priority for American schools than focusing on students' ethnic backgrounds and pride in their heritage.
 - U.S. citizens who do not believe there is a unique American national identity, those in the 18-34 age group, Democrats, and those who are not registered to vote are less likely to think that the rights and responsibilities of citizenship should be a bigger priority than teaching about students' ethnic identities
 - Almost nine in ten Americans surveyed say that colleges and universities should be required to teach U.S. history and government. This is generally agreed upon across subgroups, though individuals 18-34 years old and those who do not believe there is a unique national identity are less likely to think this should be a requirement.
- U.S. citizens are closely divided over feelings about the name of the President's Day holiday, with a third (33%) in favor of returning the name to George Washington's birthday, just over one-quarter (28%) not in favor, and just over a third (39%) reporting that they have no opinion
 - Americans 55 and older (45%) were over three times as likely as those 18-34 years old (14%) to favor returning to the holiday's original name. Respondents who believe there is definitely a national identity and Republicans are also much more likely than others to favor this change.

Key Findings (cont'd)

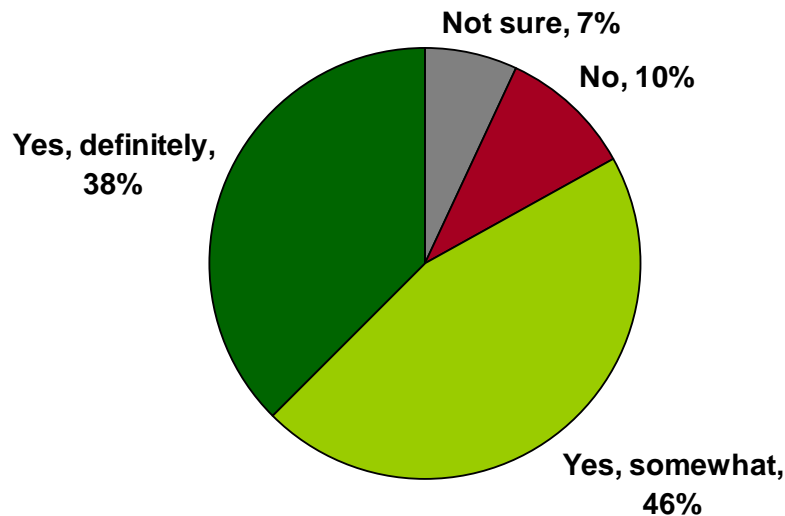
- To gauge Americans' levels of civic knowledge, they were asked to respond to four questions from the U.S. citizenship examination. Overall, knowledge was quite high, with 71% responding correctly to at least three of the four questions.
 - Those who were born in the U.S., those 55 and older, registered voters, and Republicans achieved the best scores.
 - Over nine in ten Americans (93%) know that Thomas Jefferson wrote the Declaration of Independence.
 - Almost as many (87%) know that the Emancipation Proclamation freed the slaves.
 - Almost three quarters (73%) responded that the U.S. Constitution outlines the division of powers between the states and the federal government.
 - While over 80% know that the U.S. fought Germany (85%) and Japan (81%) in World War II, under half (48%) knew that the U.S. fought Italy, and 46% selected all three of these nations.

Detailed Findings

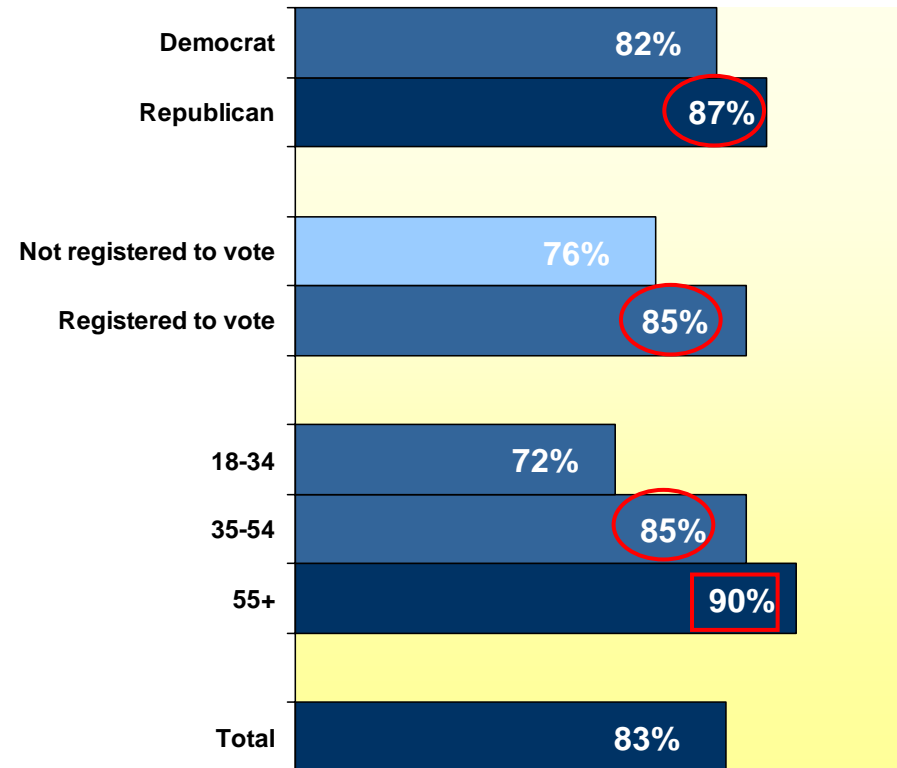
Notes on reading these slides

- Statistics with an oval  around them represent values that are statistically significantly higher than one comparison group at a 95% confidence interval.
- Statistics with a red box  around them represent values that are statistically significantly higher than two comparison groups at a 95% confidence interval.
- A * indicates a value of less than 1%.
- Percentages may not always add up to 100 due to computer rounding.

Most U.S. citizens believe that there is a unique national identity that defines what it means to be an American. The older one is, the more likely they are to believe there is a national identity



Summary of Americans Definitely/Somewhat Share a Unique Identity.

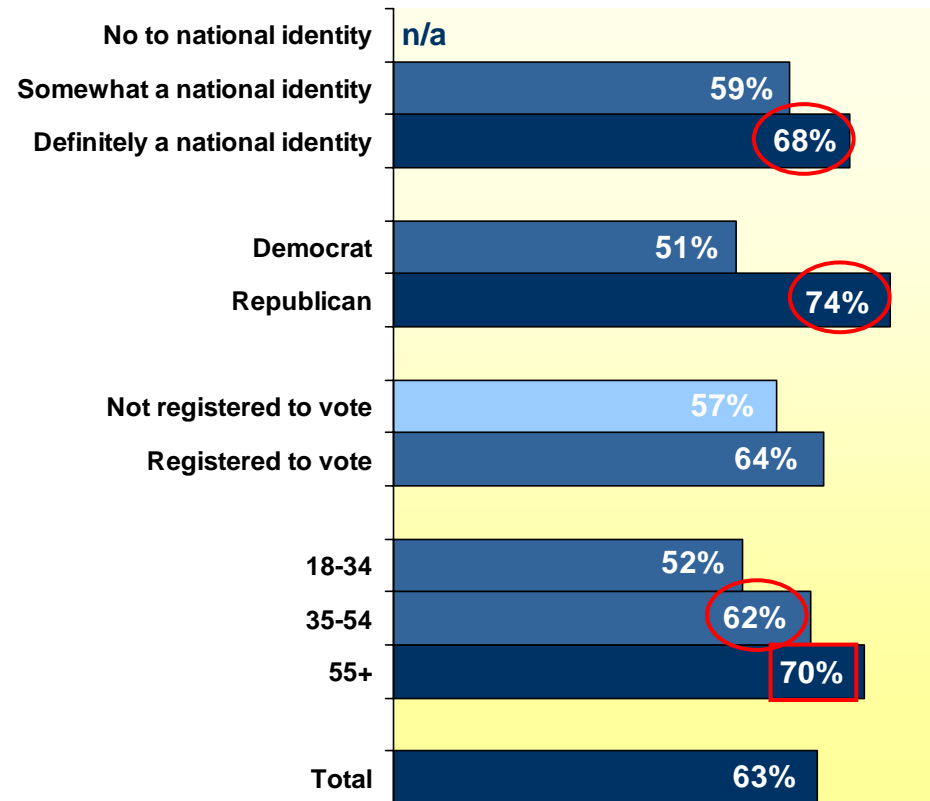
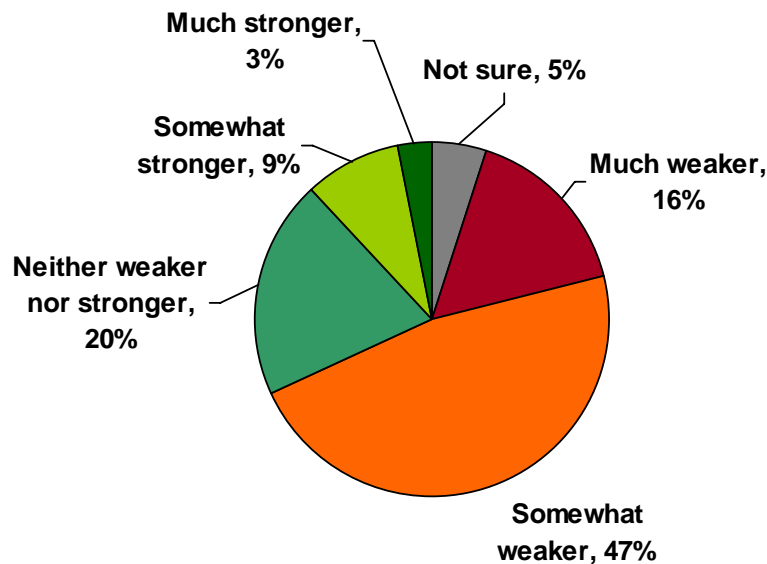


BASE: ALL RESPONDENTS (N=2,421)

Q715. Do you believe that Americans share a unique national identity based on a shared set of beliefs, values, and culture?

While Republicans, registered voters, and individuals 35 and older are more likely to believe there is a national identity, these same people more often report that this identity is growing weaker.

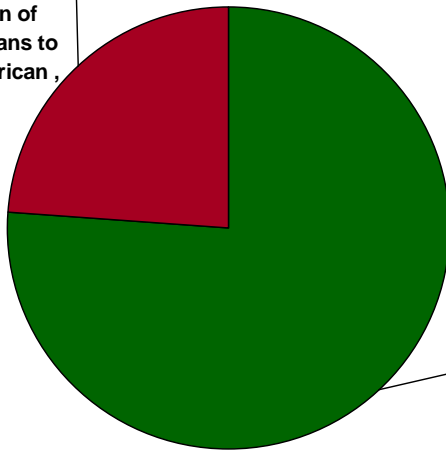
Summary of Much/Somewhat Weaker



BASE: BELIEVE THERE IS A NATIONAL IDENTITY (N=2,070)
Q720. Do you think this shared national identity is getting weaker or stronger?

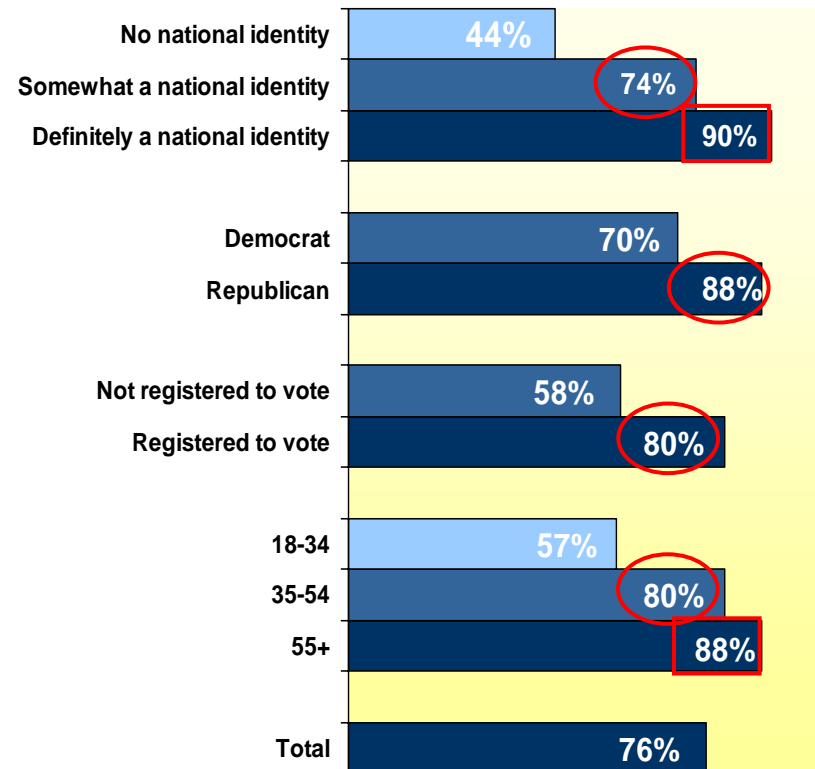
Three quarters of U.S. citizens believe that there is a unique American culture that defines what it means to be an American. Younger people are least likely to believe this.

Since there are so many different ethnic groups and cultures in the U.S., there is not a single definition of what it means to be an American, 24%



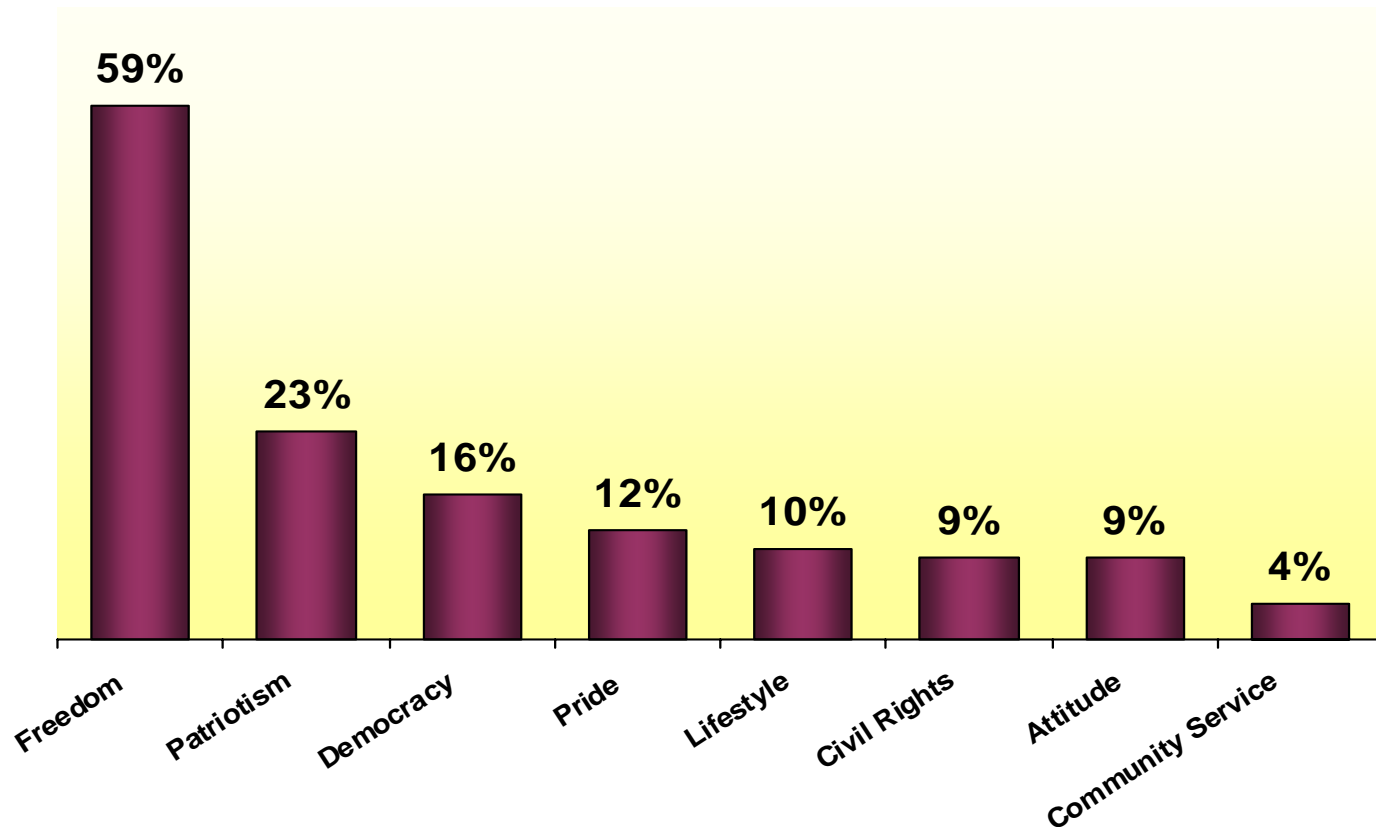
Although there are many ethnic groups and cultures in the U.S., there is still a unique American culture that defines what it means to be an American, 76%

Summary of There is a Unique American Culture



BASE: ALL RESPONDENTS (N=2,421)
Q710. Which of the following statements comes closest to your opinion?

In response to an open-ended question asking what it means to be an American, over half of Americans mentioned Freedom. Patriotism and Democracy were also common mentions.



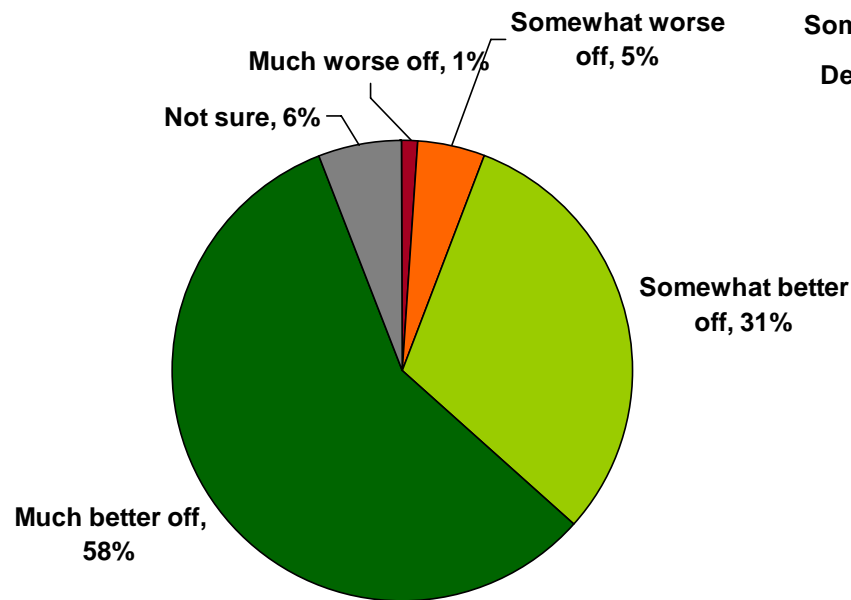
BASE: ALL RESPONDENTS (N=2,421)
Q705. What does it mean to you to be an American?

Below are some typical examples of what it means to be an American

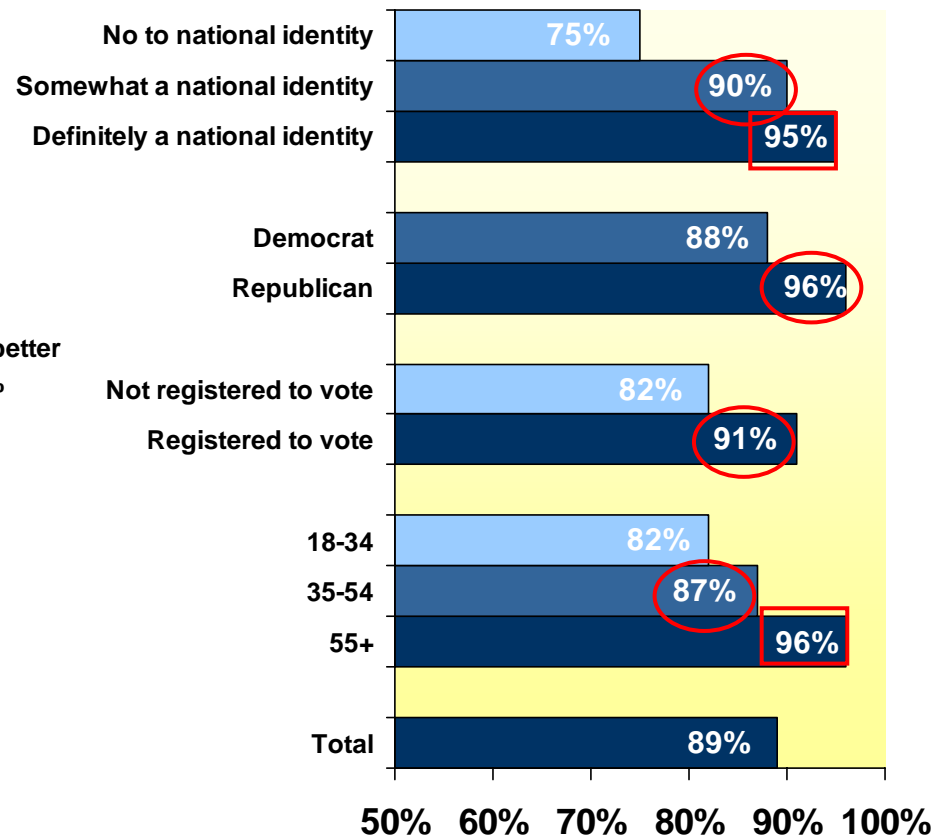
- *“Freedom of thought, word, religion and opportunity in a democratic environment free of oppression and prejudice.”*
- *“It means to believe in freedom and the government that allows us to have that freedom and be willing to protect that freedom at all costs.”*
- *“It means I am part of the greatest nation in the world.”*
- *“Being an American means showing respect for my country and its symbols, being faithful to the constitution, participating in local government, when possible, and making careful choices in voting. I love my country and am proud to be an American.”*
- *“To be an American is to love life, liberty, and the pursuit of happiness. To work hard, live generously, have commitment to family, work within the community with a spirit of cooperation, endeavoring for the best life for everyone.”*
- *“To be able to express my opinions without being persecuted. Make choices without limitations imposed by others. Free to be what I choose and be able to endow my children with these same inalienable rights.”*

BASE: ALL RESPONDENTS (N=2,421)
Q705. What does it mean to you to be an American?

Overall, 89% of U.S. citizens think that Americans are better off than citizens of other countries, with three in five saying much better off.



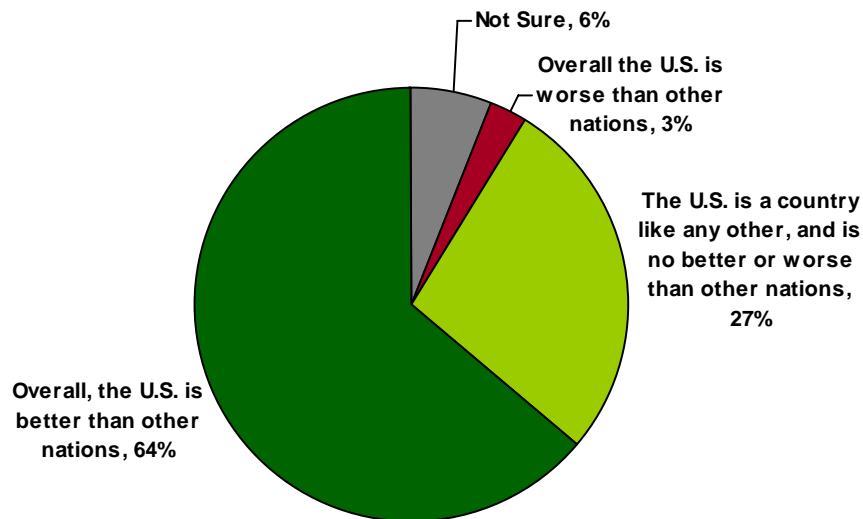
Summary of Somewhat/Much better off



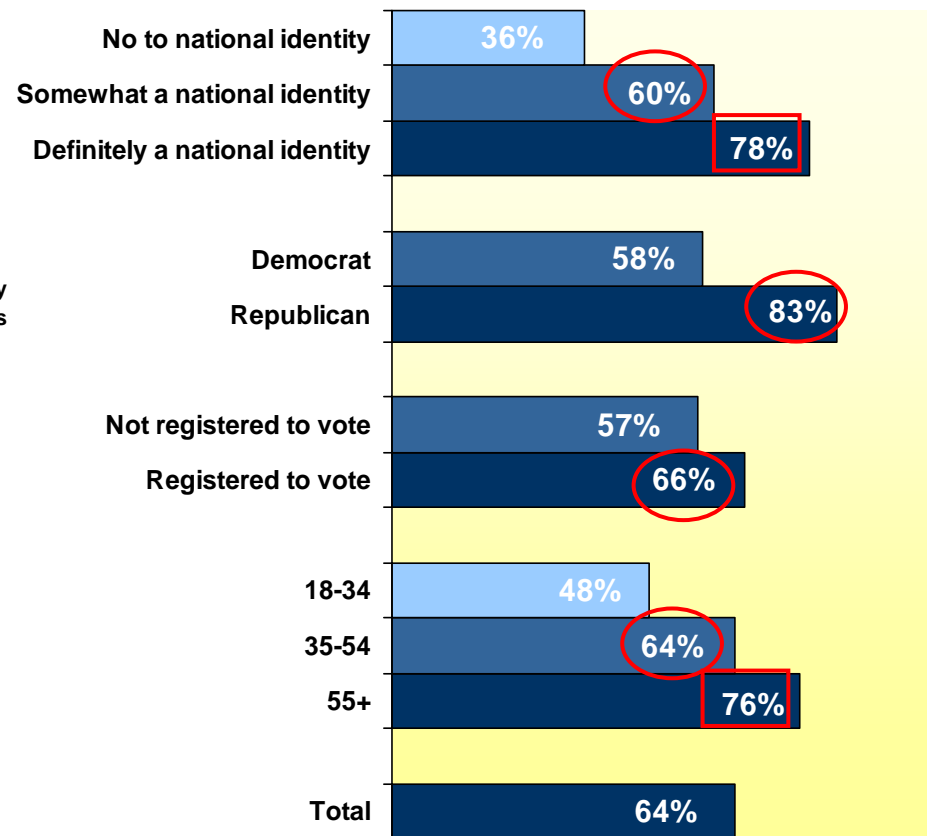
BASE: ALL RESPONDENTS (N=2,421)

Q505. In general, how would you compare being a citizen of the United States with being a citizen in other countries? Would you say citizens in the United States are...?

Just 3% of Americans think the U.S. is worse than other nations, while just under two-thirds say the U.S. is better. Just over one-quarter believe the U.S. is a country just like any other.



Summary of the U.S. is Better

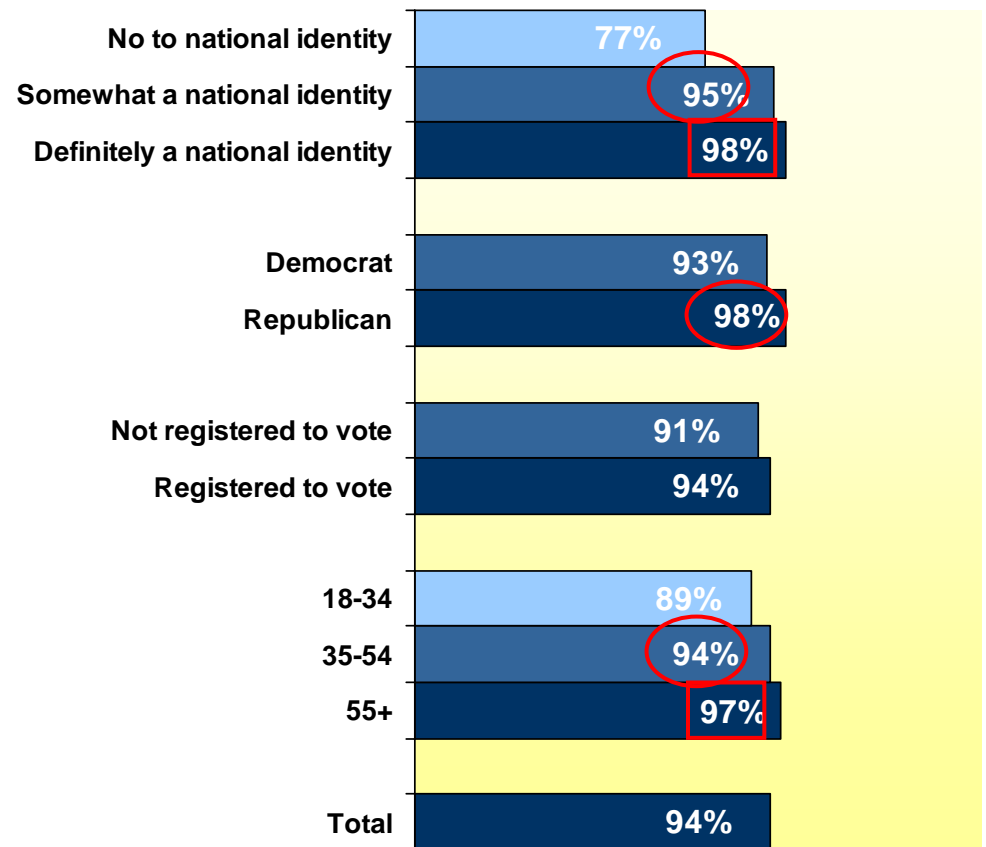
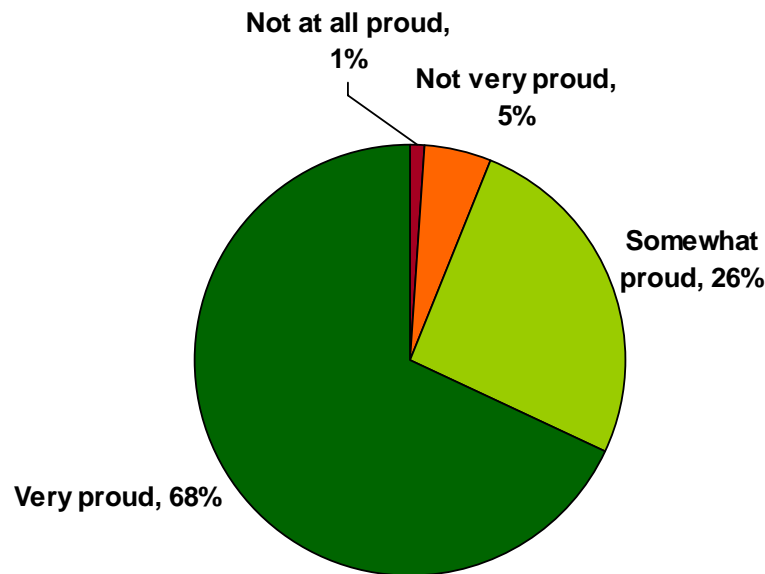


BASE: ALL RESPONDENTS (N=2,421)

Q510. Which of these statements comes closest to your opinion?

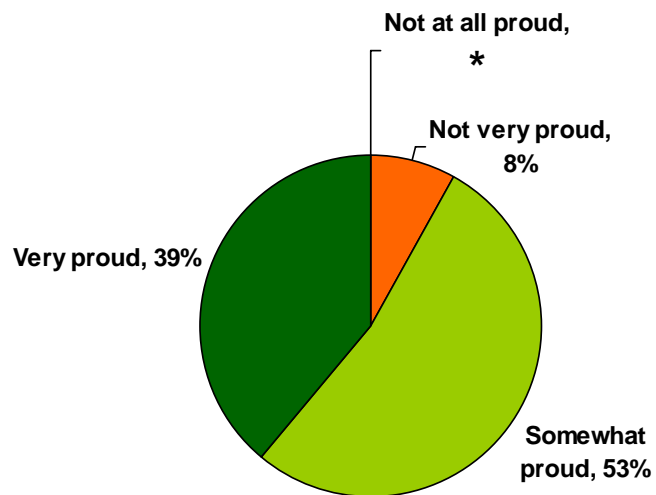
The vast majority of U.S. citizens surveyed are proud to be Americans, however, those who do not believe there is a unique national identity report less pride.

Summary of Very/Somewhat Proud

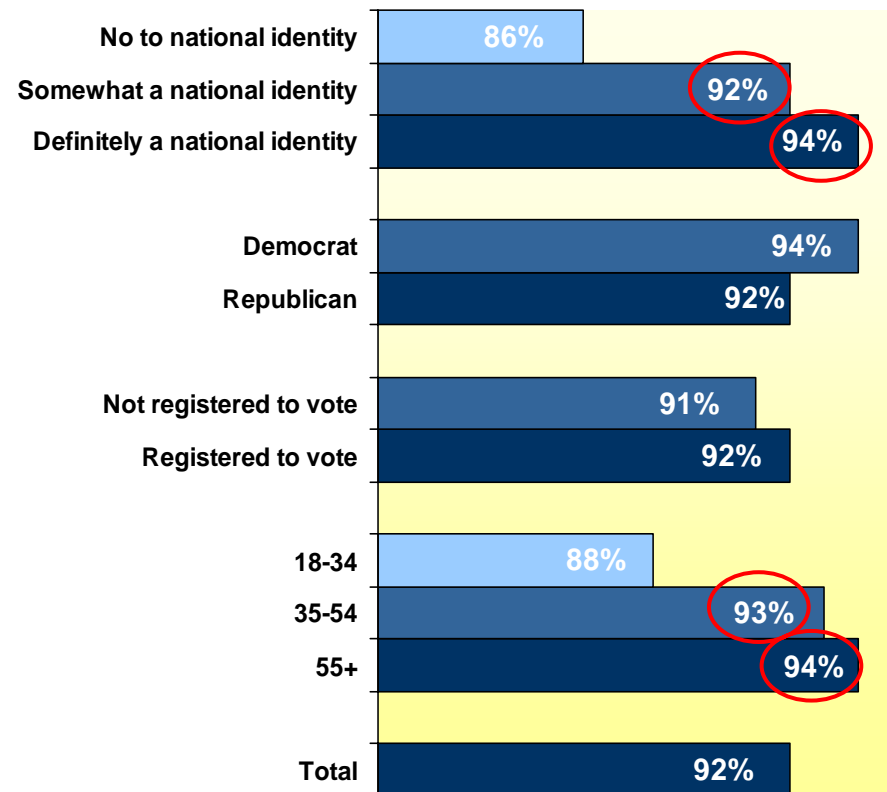


BASE: ALL RESPONDENTS (N=2,421)
Q750. In general, how proud would you say you are to be an American?

Two in five of those surveyed believe that others are also very proud to be Americans, with just over half saying somewhat proud.

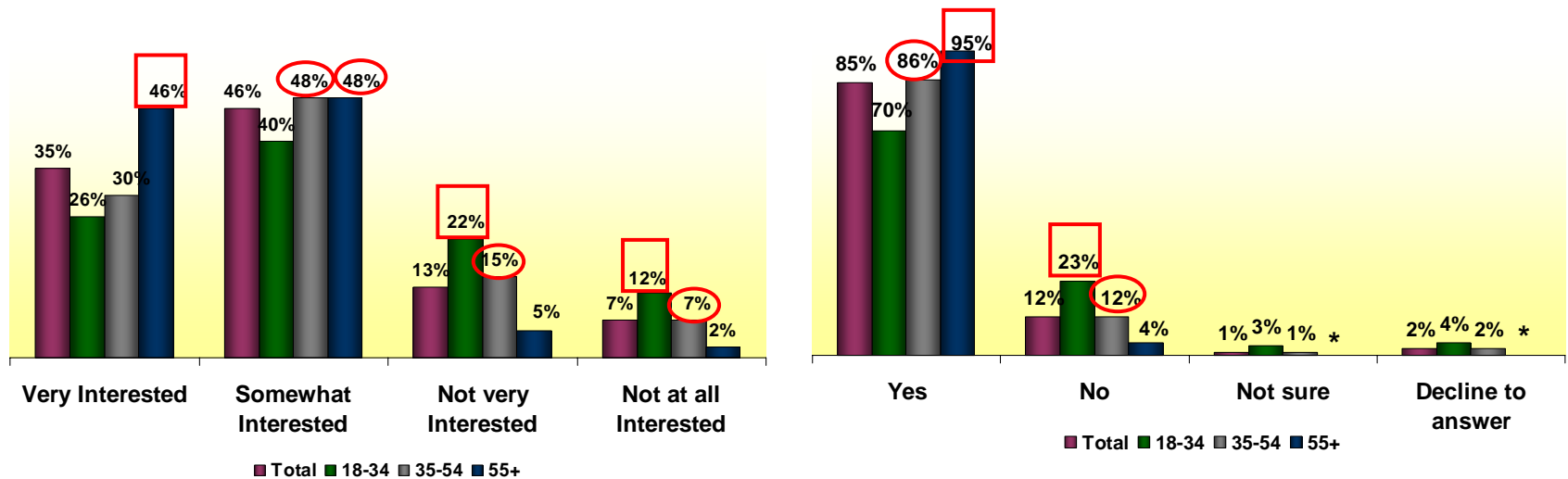


Summary of Very/Somewhat Proud



BASE: ALL RESPONDENTS (N=2,421)
Q755. In general, how proud would you say most people are of being Americans?

Most Americans are at least somewhat interested in following U.S. politics, and 85% report that they are registered to vote.



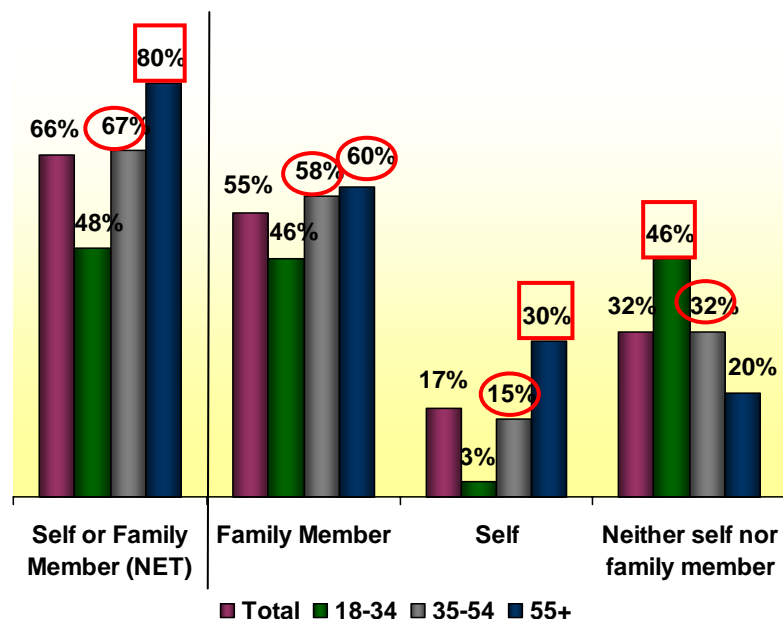
BASE: ALL RESPONDENTS (N=2,421)

Q500. How interested are you in following U.S. politics?

BASE: ALL RESPONDENTS (N=2,421)

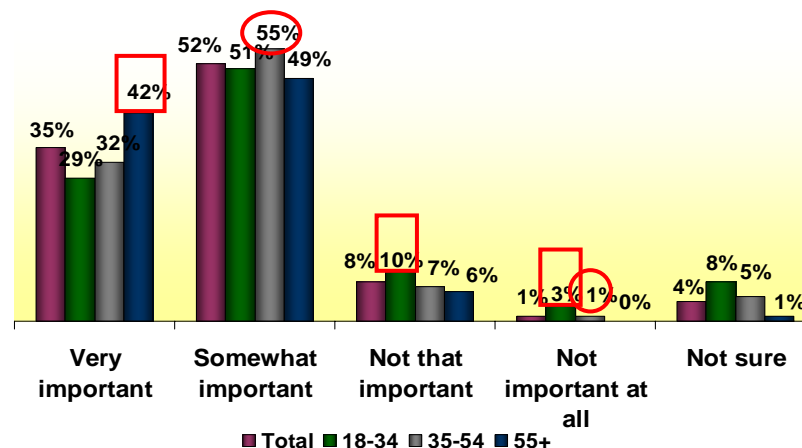
Q1005. Are you currently registered to vote?

Two-thirds (66%) of U.S. citizens either served in the military themselves, or have a family member that has. Additionally, almost nine in ten (87%) believe that community and civic participation is important.



BASE: ALL RESPONDENTS (N=2,421)

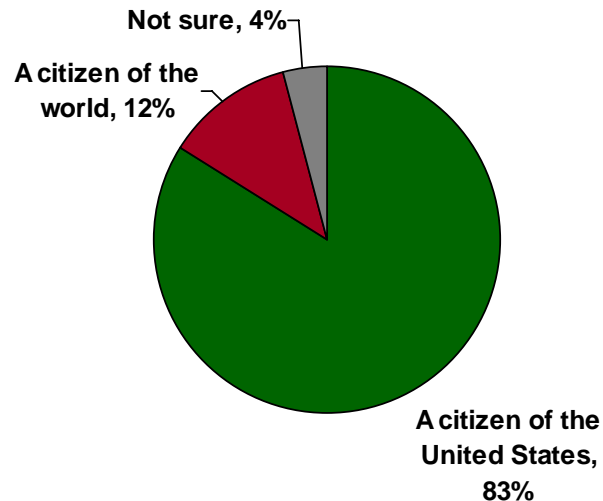
Q515. Have you are a member of your immediate family ever served in the U.S. Military? Please select all that apply.



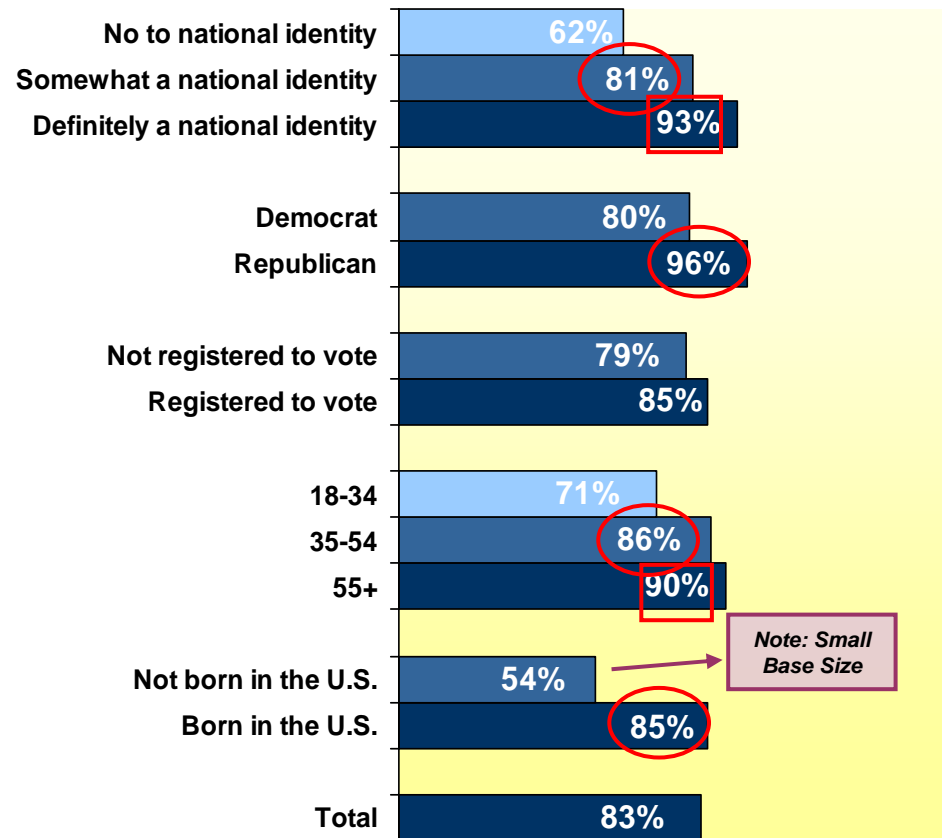
BASE: ALL RESPONDENTS (N=2,421)

Q600. As a U.S. citizen, how important do you feel it is to actively participate in local civic and community organizations?

More than 8 in 10 Americans consider themselves to be citizens of the U.S. Those born outside of the country are much less likely to do so, however, less than a third of these individuals see themselves as citizens of the world.



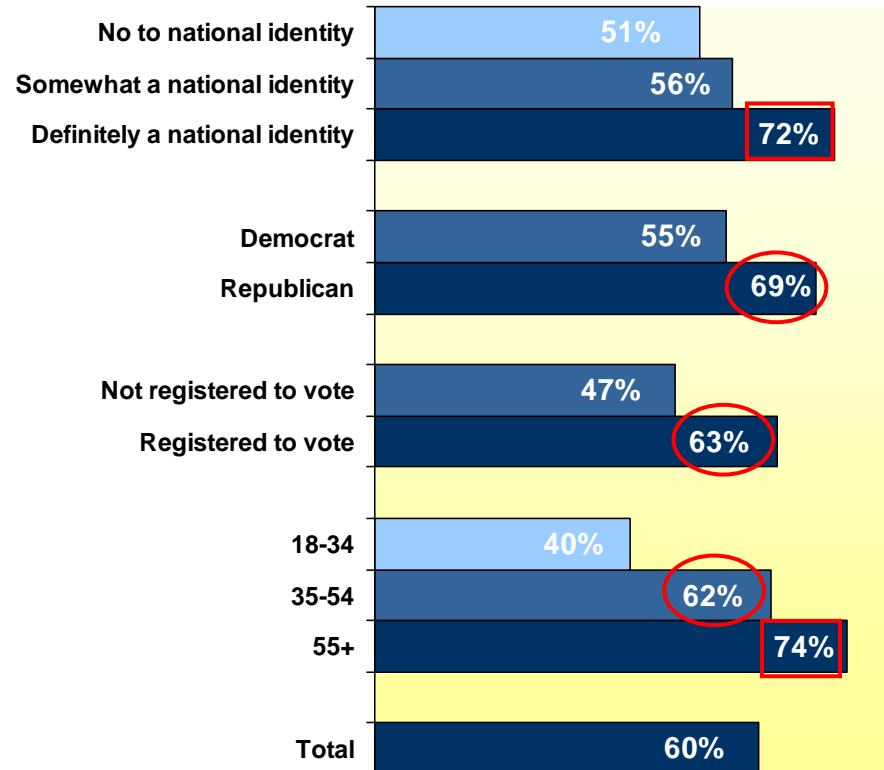
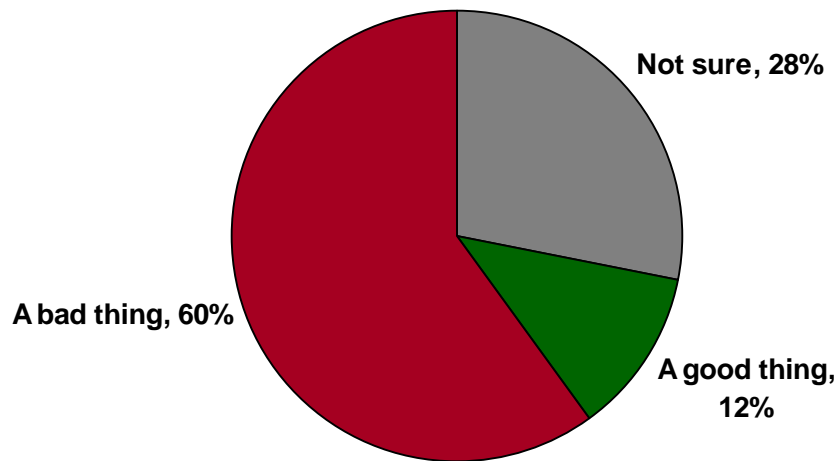
Summary of Citizen of the U.S.



BASE: ALL RESPONDENTS (N=2,421)
Q760. Do you think of yourself more as...?

While the majority of U.S. citizens believe it is a bad thing for U.S. business to consider themselves global companies, 18-34 year olds and those born outside of the U.S. are less likely to think this. However, close to three in ten respondents were unsure of their opinion.

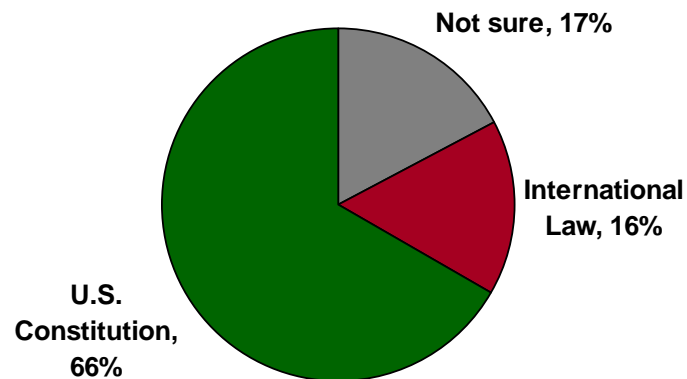
Summary of A Bad Thing



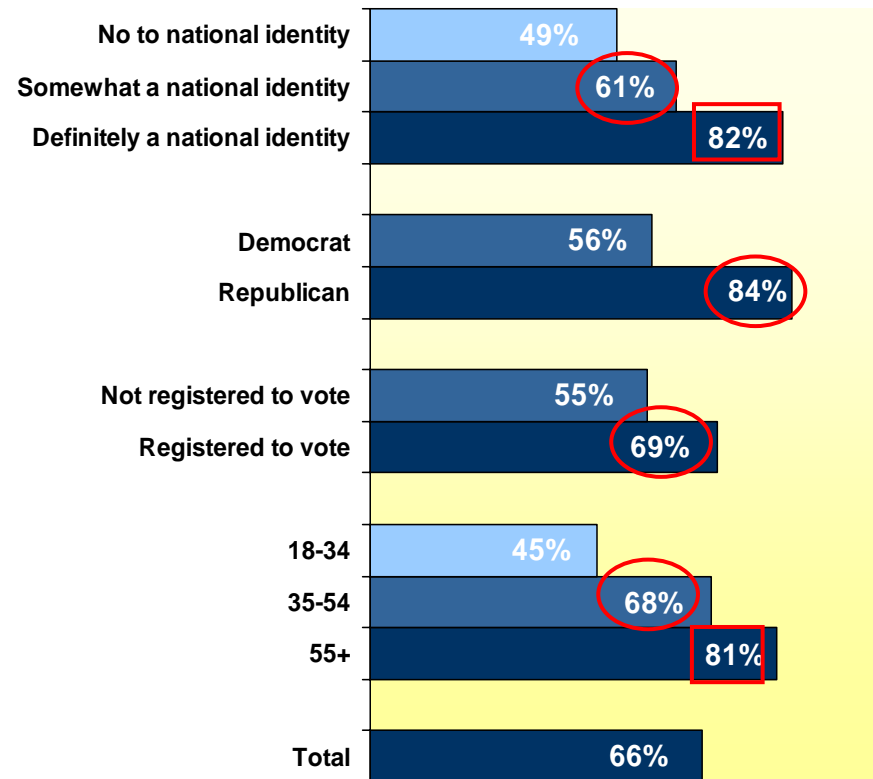
BASE: ALL RESPONDENTS (N=2,421)

Q765. Some U.S.-based multinational corporations may consider themselves to be global companies with no more responsibility to America than to any other country. Do you think this is...

The majority of Americans report that the U.S. Constitution should be a higher authority than International Law, though Democrats are much less likely to report this than Republicans.



Summary of U.S. Constitution

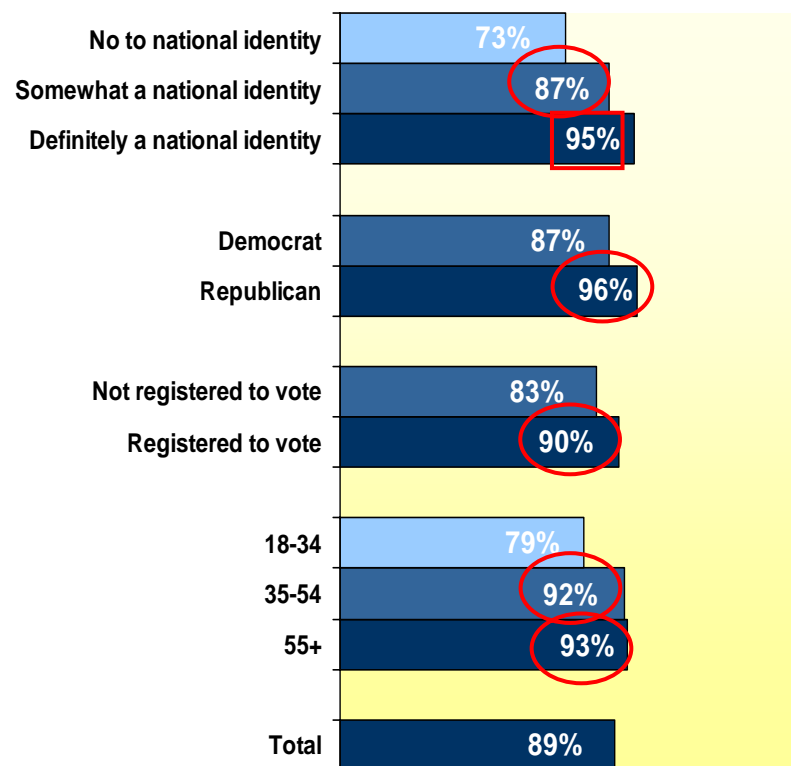
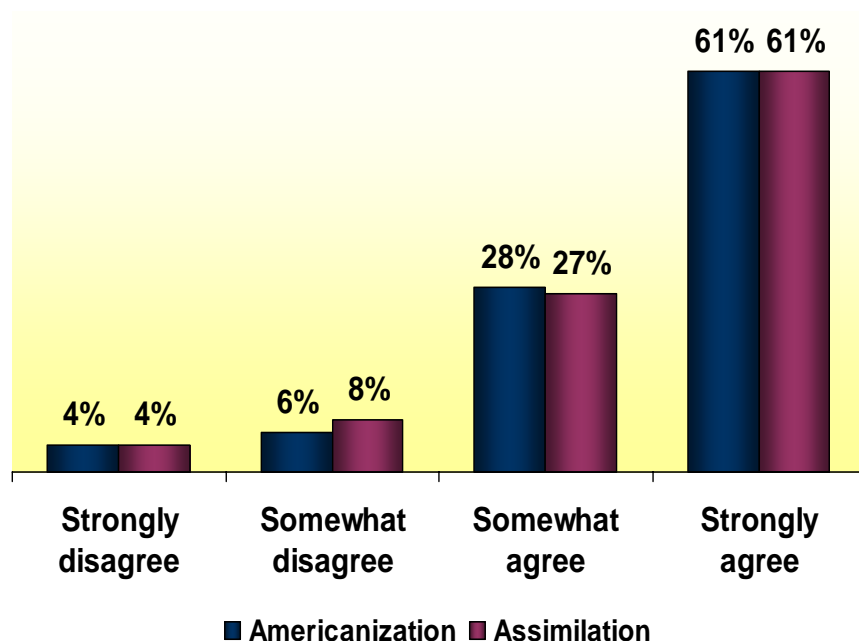


BASE: ALL RESPONDENTS (N=2,421)

Q770. When there is a conflict between the U.S. Constitution and international law, which should be the highest legal authority for Americans? For instance, on human rights, economic, environmental, trade, family and other issues.

There was little difference in responses between those who saw ‘assimilation’ and those who saw ‘Americanization,’ with the majority of U.S. citizens agreeing strongly that learning English and embracing American culture and values is important to successful immigration

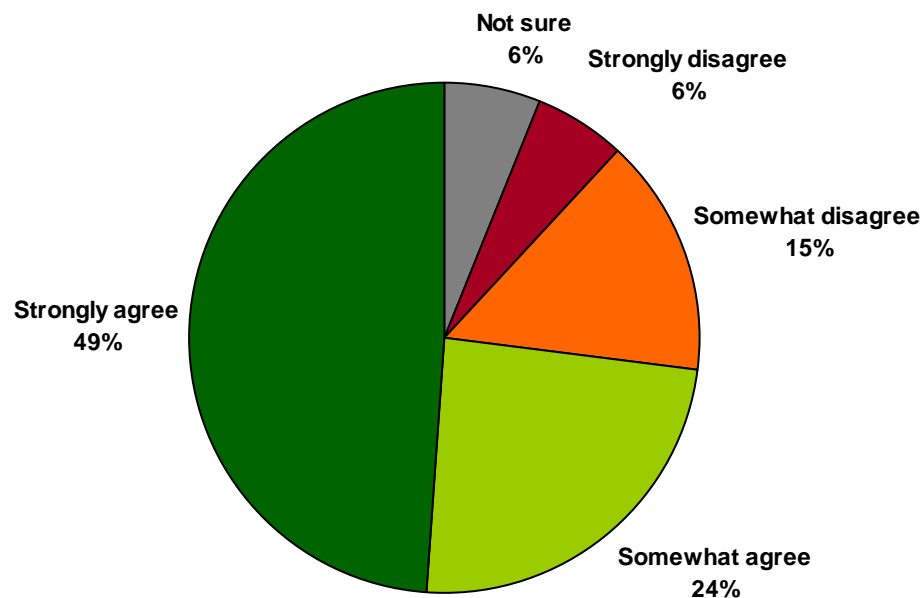
Summary of Strongly/Somewhat Agree (Combined)



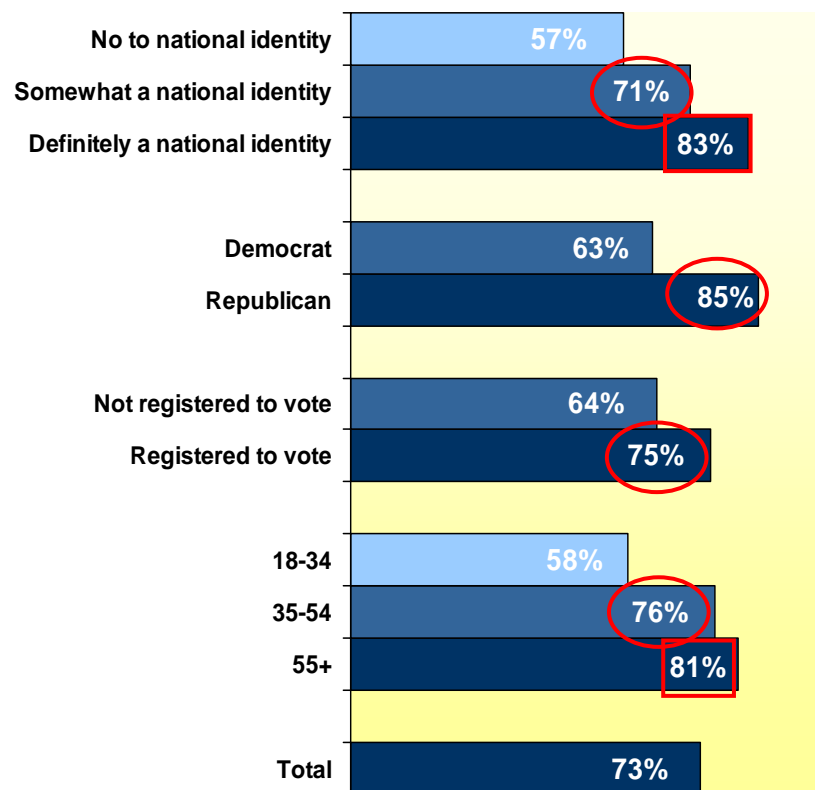
BASE: ALL RESPONDENTS (N=2,421)

Q625. How strongly do you agree or disagree with the following statement? Americanization/Assimilation, including learning English and embracing American culture and values, is important in order for immigrants to successfully fulfill their duties as U.S. citizens

Most Americans agree that new citizens must be required to give up allegiance to their former nations. Republicans and registered voters are more likely than others to feel this way.



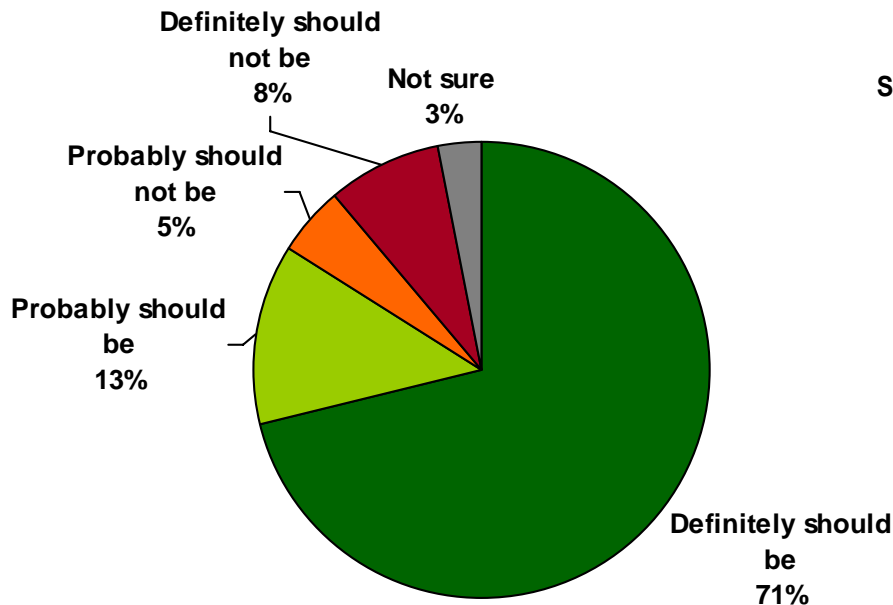
Summary of Strongly/Somewhat Agree



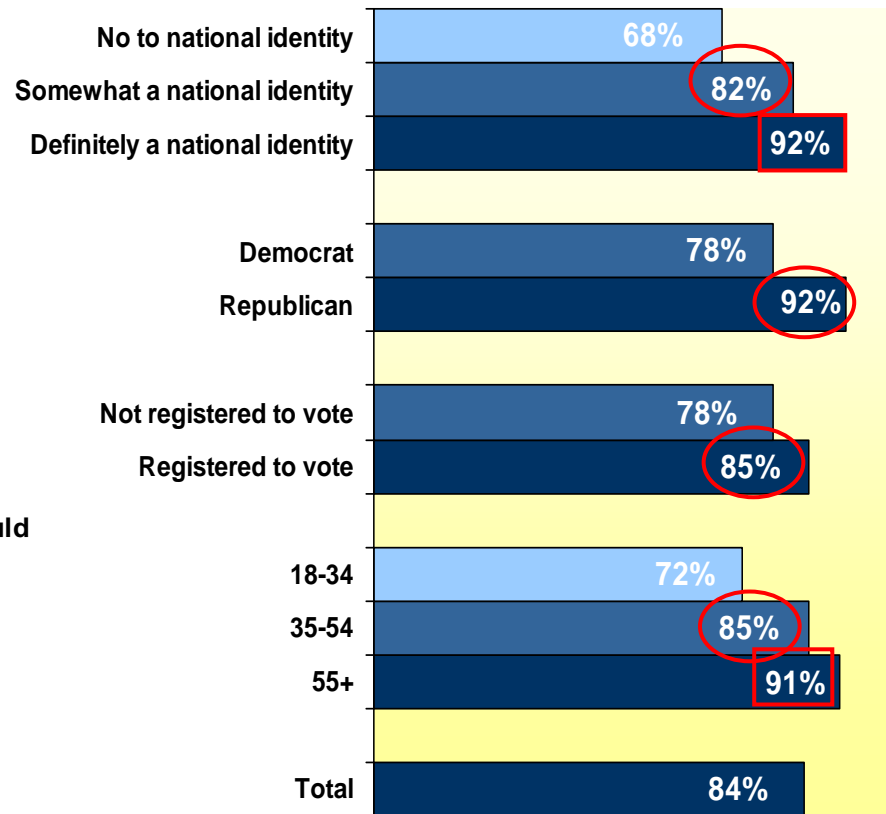
BASE: ALL RESPONDENTS (N=2,421)

Q605. In the oath that immigrants take when they become American citizens they promise to renounce all loyalty to their former country. Do you agree or disagree that individuals should be required to give up loyalty to their former country when they become American citizens.

Almost three quarters of Americans believe that English should definitely be the official language in the U.S.



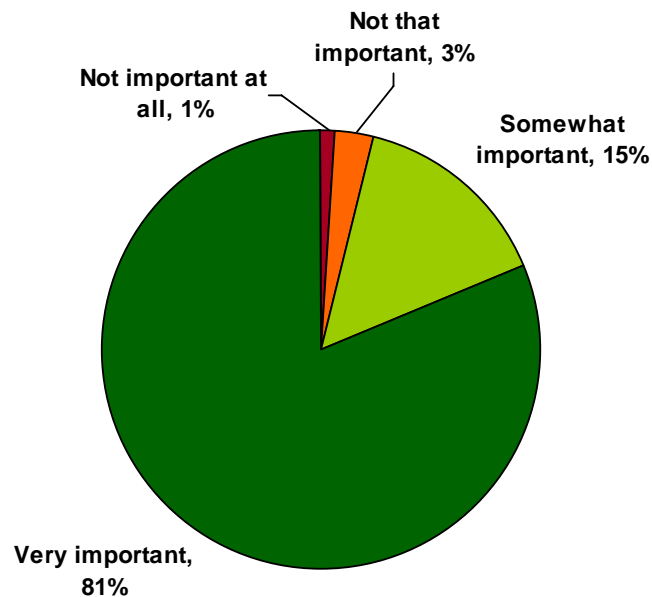
Summary of Definitely/Probably Should Be



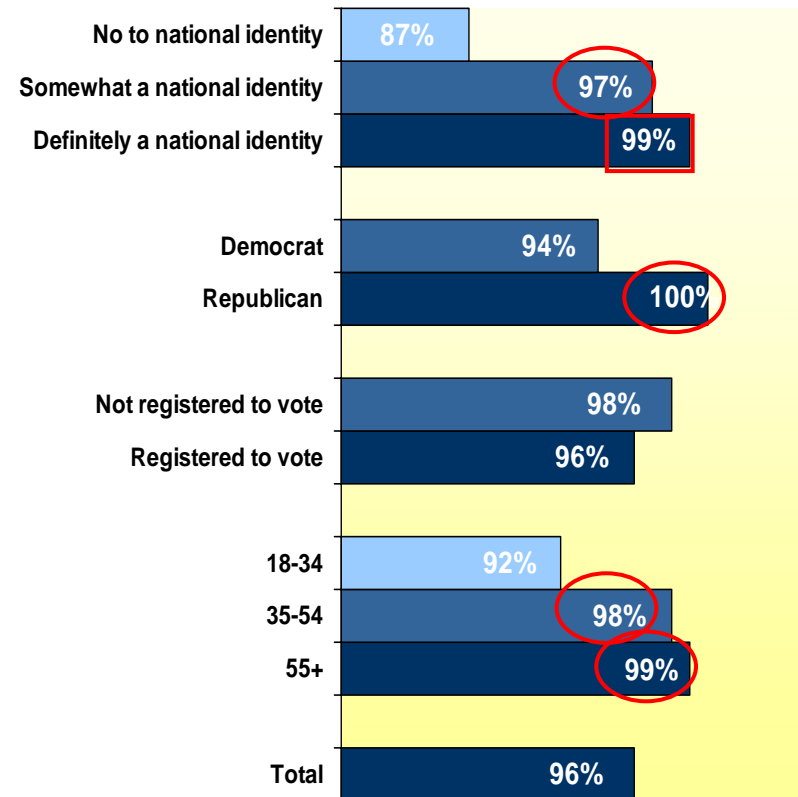
BASE: ALL RESPONDENTS (N=2,421)

Q610. Do you believe English should be made the official language of the United States?

Just 4% of U.S. citizens do not believe it is important that citizens are able to speak and read English, with a 100% of Republicans reporting that it is somewhat or very important.



Summary of Very/Somewhat Important

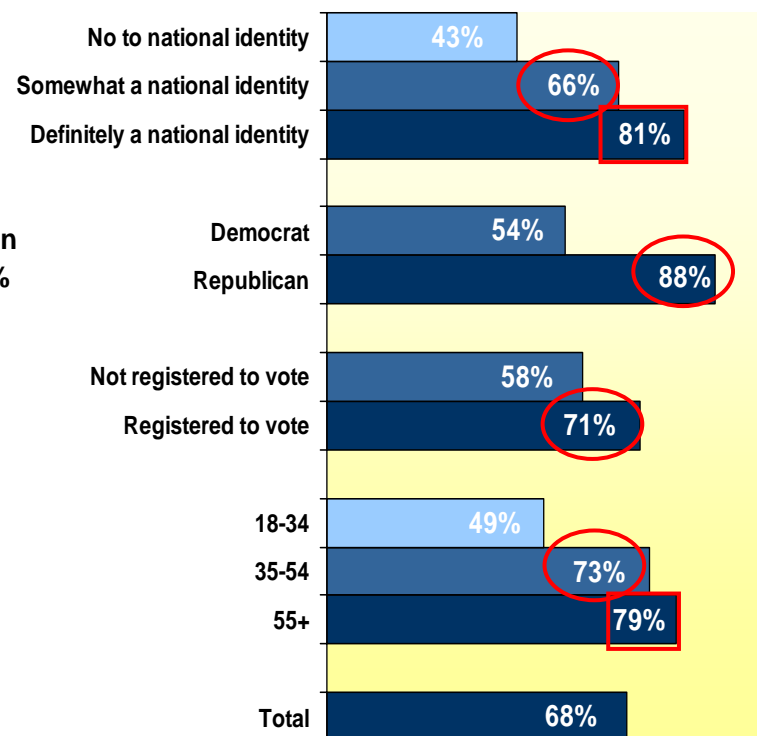
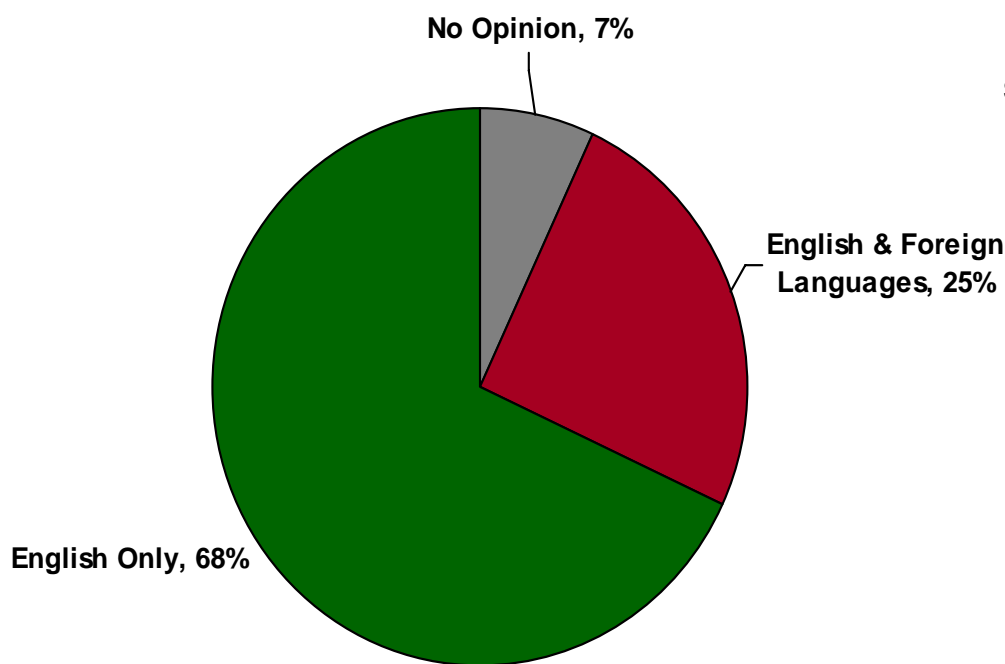


BASE: ALL RESPONDENTS (N=2,421)

Q615. How important do you think it is for the future of the American political system that all citizens be able to speak and read English?

Two-thirds of Americans believe that election ballots should only be printed in English. Those who do not believe there is a national identity and 18-34 year olds are least likely to believe this.

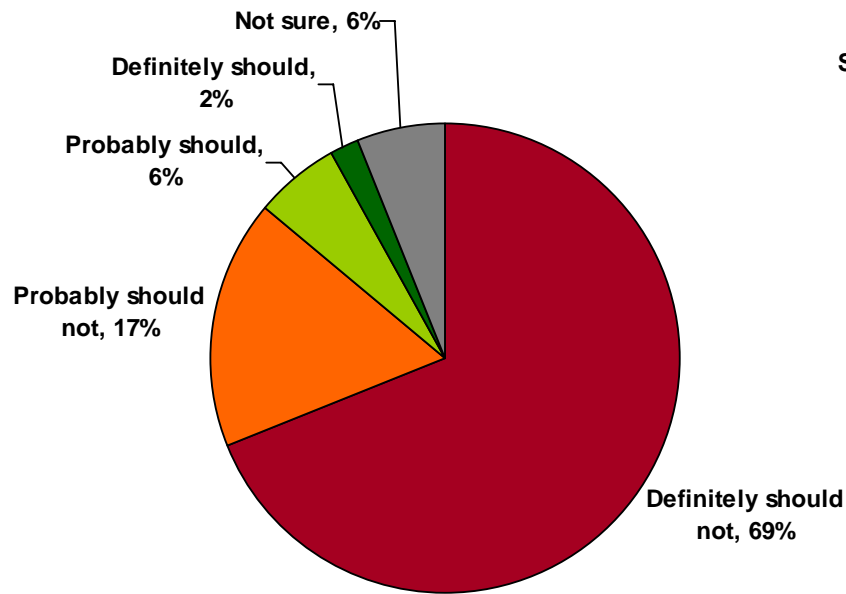
Summary of Should Only be Printed in English



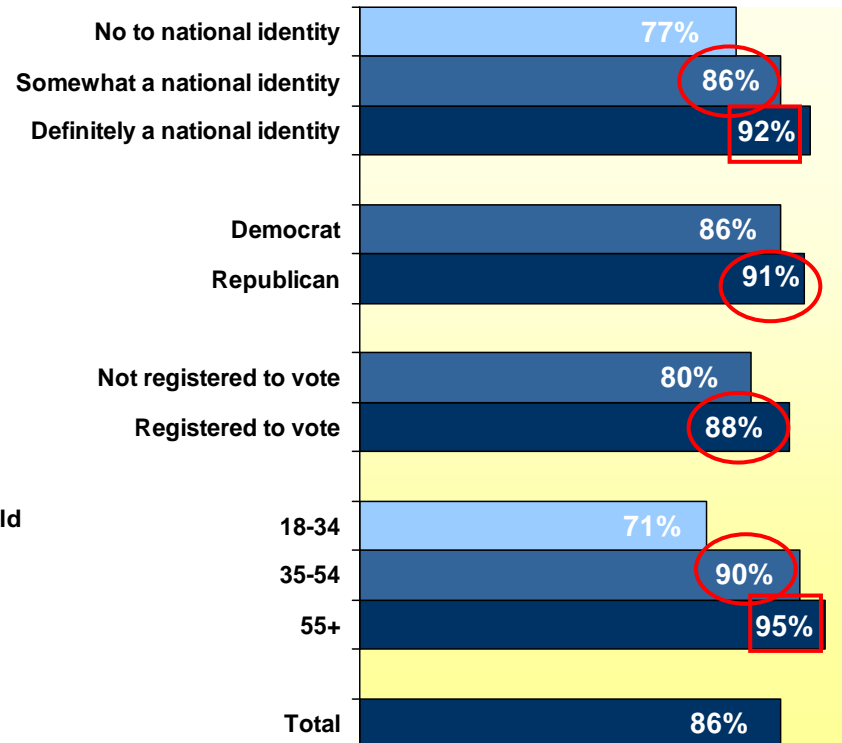
BASE: ALL RESPONDENTS (N=2,421)

Q620. Please indicate which of the following statements comes closest to your own opinion.

Almost 90% of those surveyed reported that individuals who want to overthrow the U.S. government should not be allowed to immigrate.



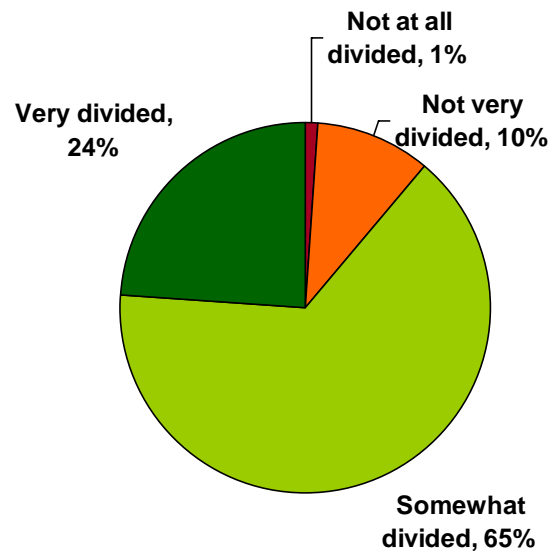
Summary of Definitely/Probably Should Not be Allowed to Immigrate to the U.S.



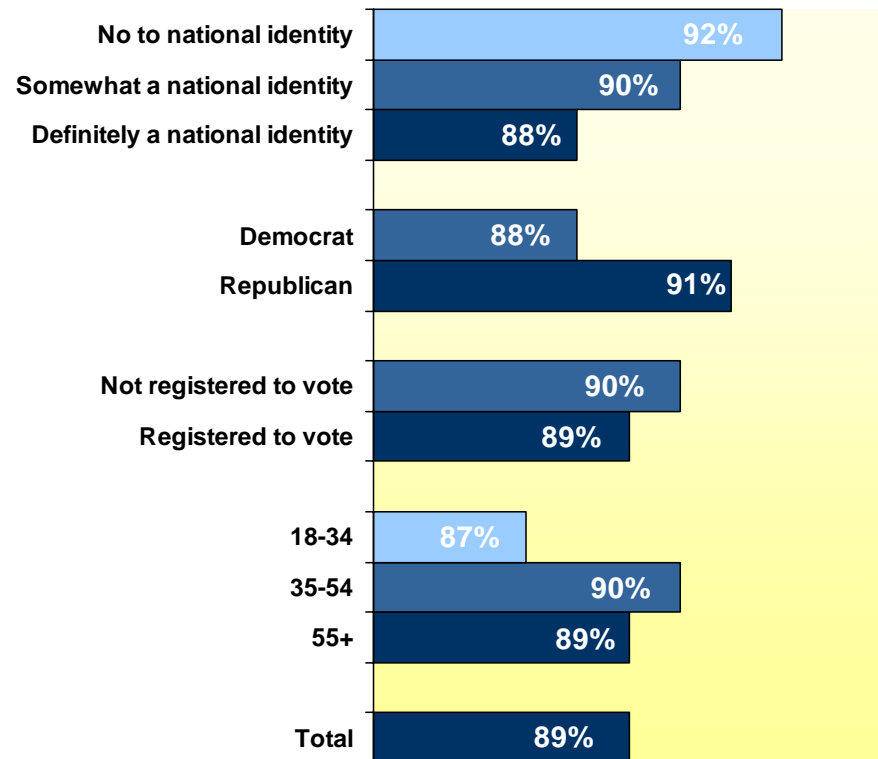
BASE: ALL RESPONDENTS (N=2,421)

Q630. At times in American history, Congress has passed legislation banning members of certain groups from immigrating to the United States if they opposed the U.S. Constitution and system of government. For example, in the past, anarchists, Nazis, and Communists were forbidden to immigrate to the United States. Currently, some radical Islamists have said that they are against the U.S. Constitution and that it should be replaced with Islamic law. If someone believes this, do you think they should be allowed to immigrate to the United States?

Unlike many other issues, Americans tend to agree fairly equally across party and age categories that the U.S. is divided along ethnic and cultural lines.



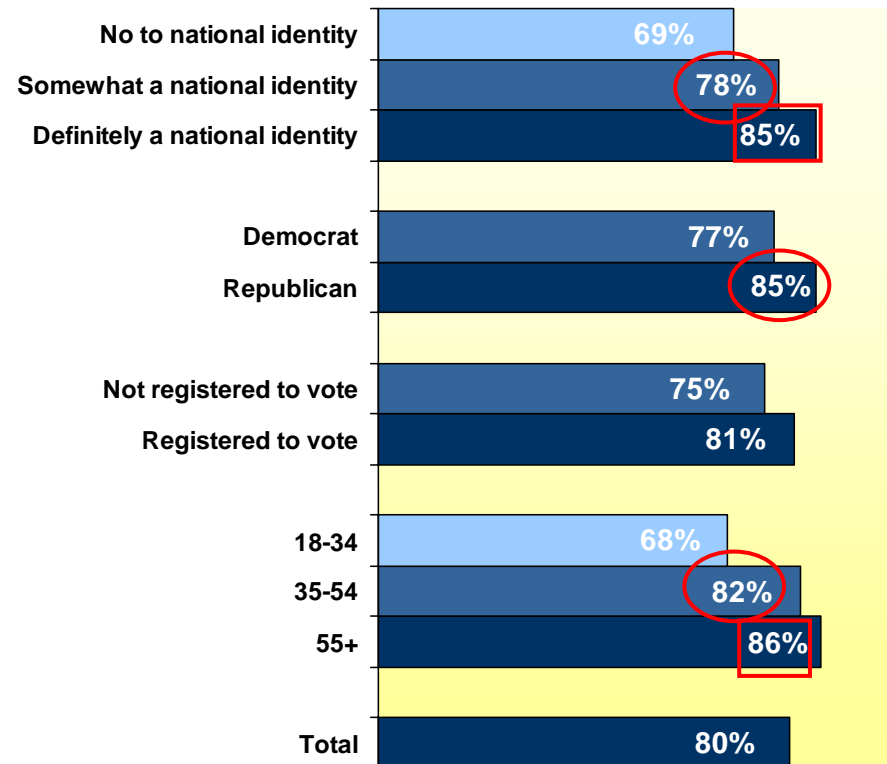
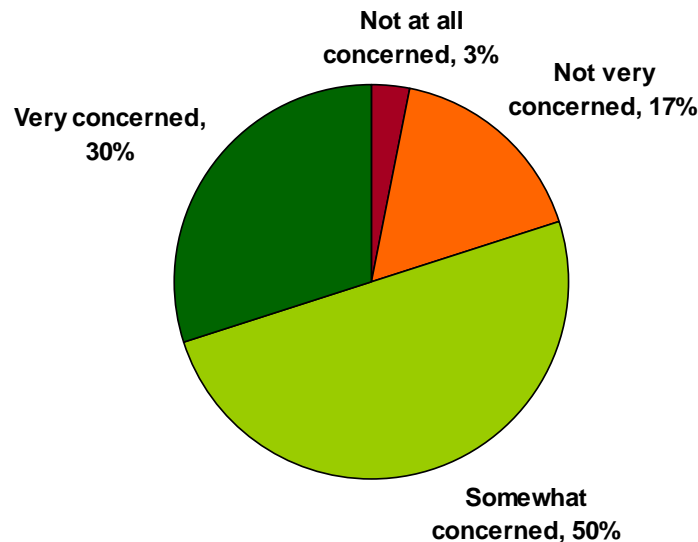
Summary of Very/Somewhat Divided



BASE: ALL RESPONDENTS (N=2,421)
Q725. How divided would you say the U.S. is along ethnic and cultural lines?

While there is agreement over the level of division between ethnic and cultural groups in the U.S., differences appear in the level of concern Americans feel, especially by age groups.

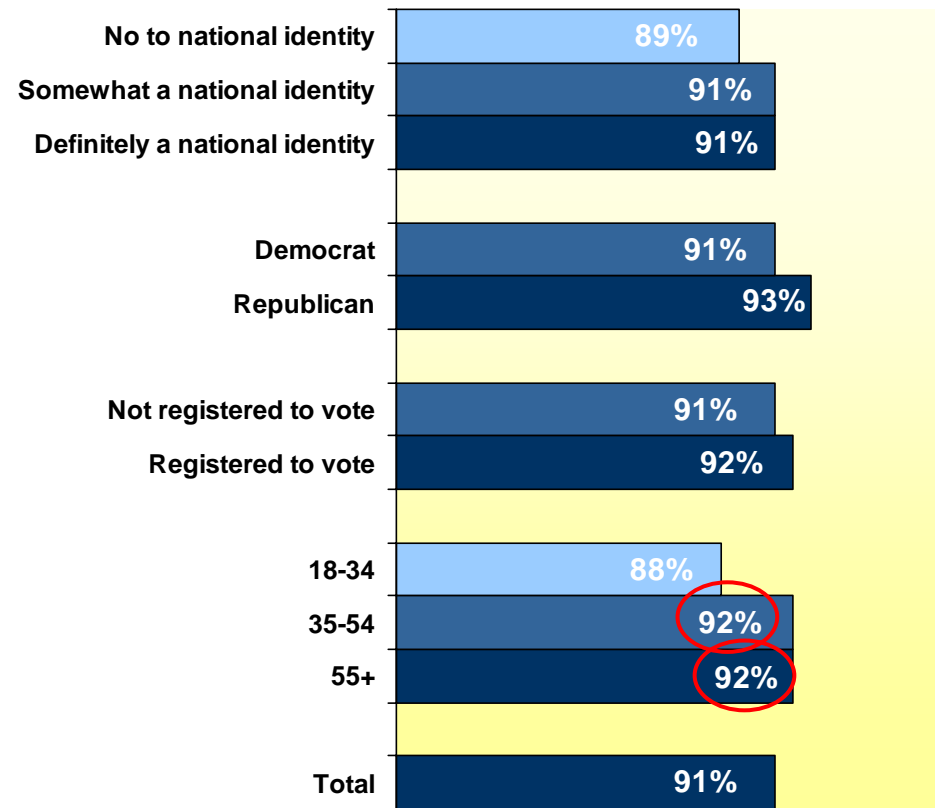
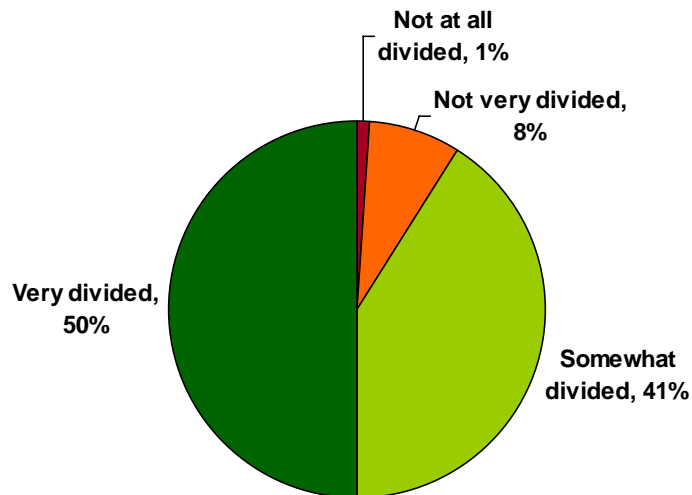
Summary of Very/Somewhat Concerned



BASE: ALL RESPONDENTS (N=2,421)
Q730. How concerned are you about the amount of division between ethnic and cultural groups in the U.S.?

Similar to division along ethnic and cultural lines, over nine in ten Americans agree that the country is divided along political lines. Again, this is a sentiment shared across all subgroups.

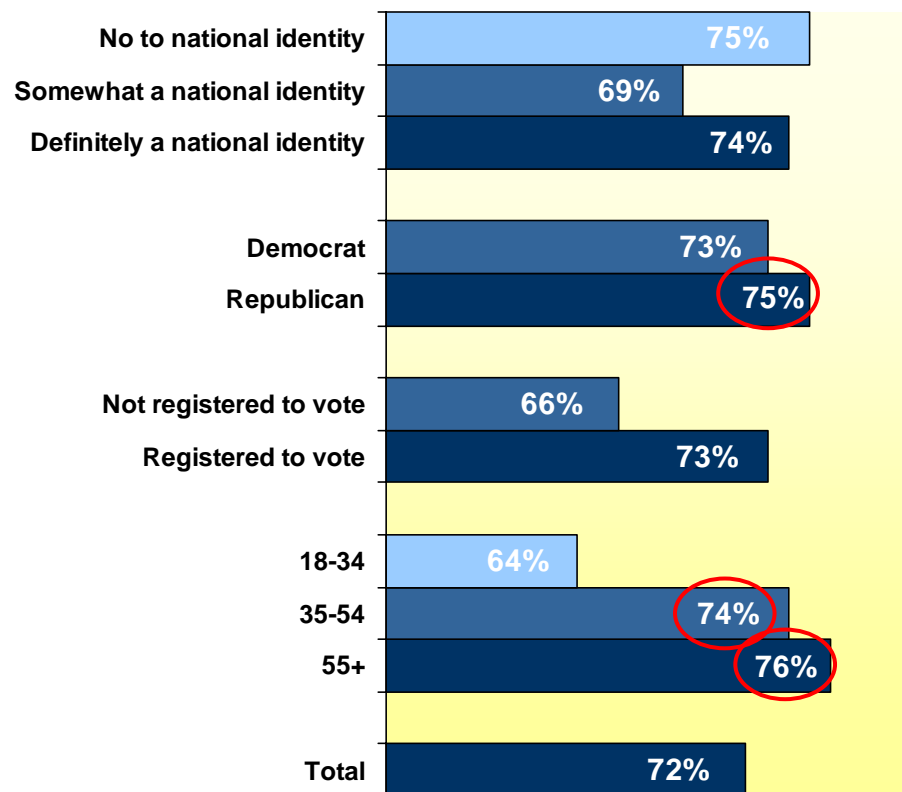
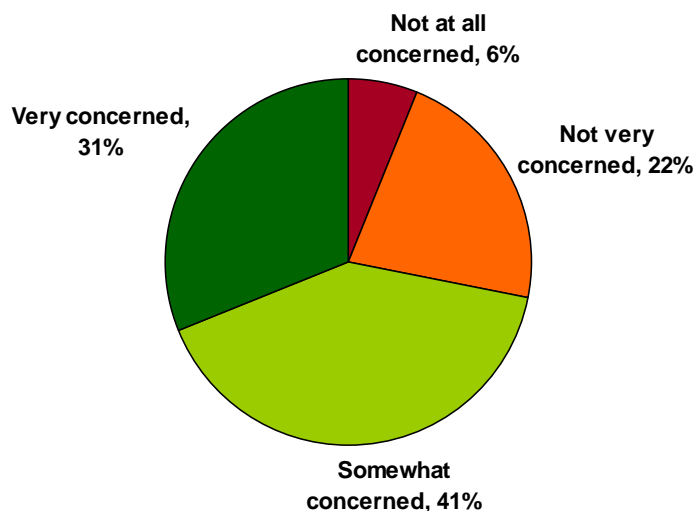
Summary of Very/Somewhat Divided



BASE: ALL RESPONDENTS (N=2,421)
Q735. How divided would you say the U.S. is along political lines (red and blue, Republican and Democratic)?

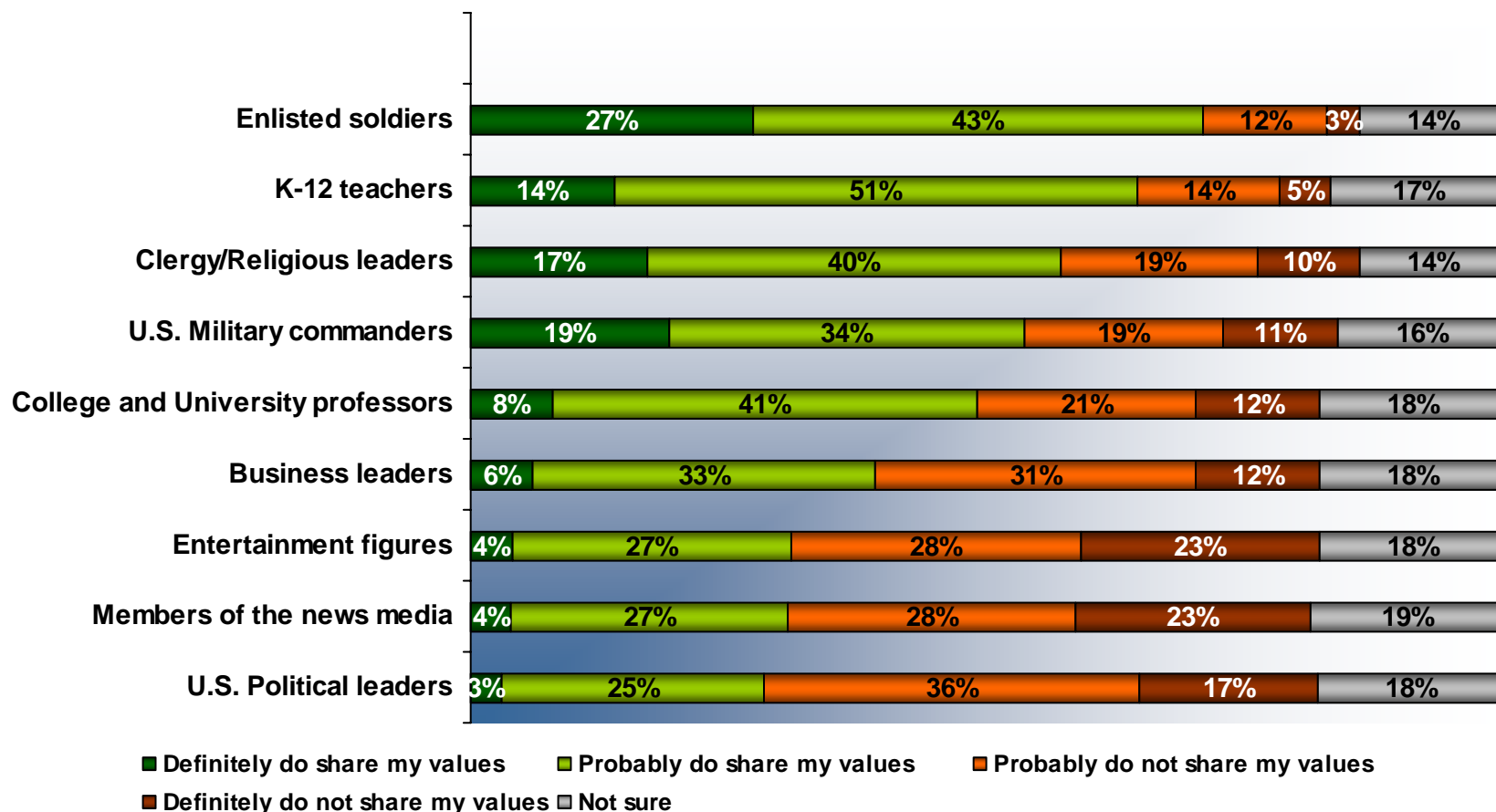
Overall, Americans are less concerned about political division than they are about ethnic and cultural division. While 80% are concerned about ethnic/cultural division, 72% are concerned about political division. It is important to note, however, that three in ten are very concerned about both types of division.

Summary of Very/Somewhat Concerned



BASE: ALL RESPONDENTS (N=2,421)
Q740. How concerned are you about the amount of division between Americans along political lines?

Overall, Americans are most likely to report that enlisted soldiers share their values, followed by K-12 teachers. Respondents are least likely to believe that U.S. political leaders or members of the news media share their values.

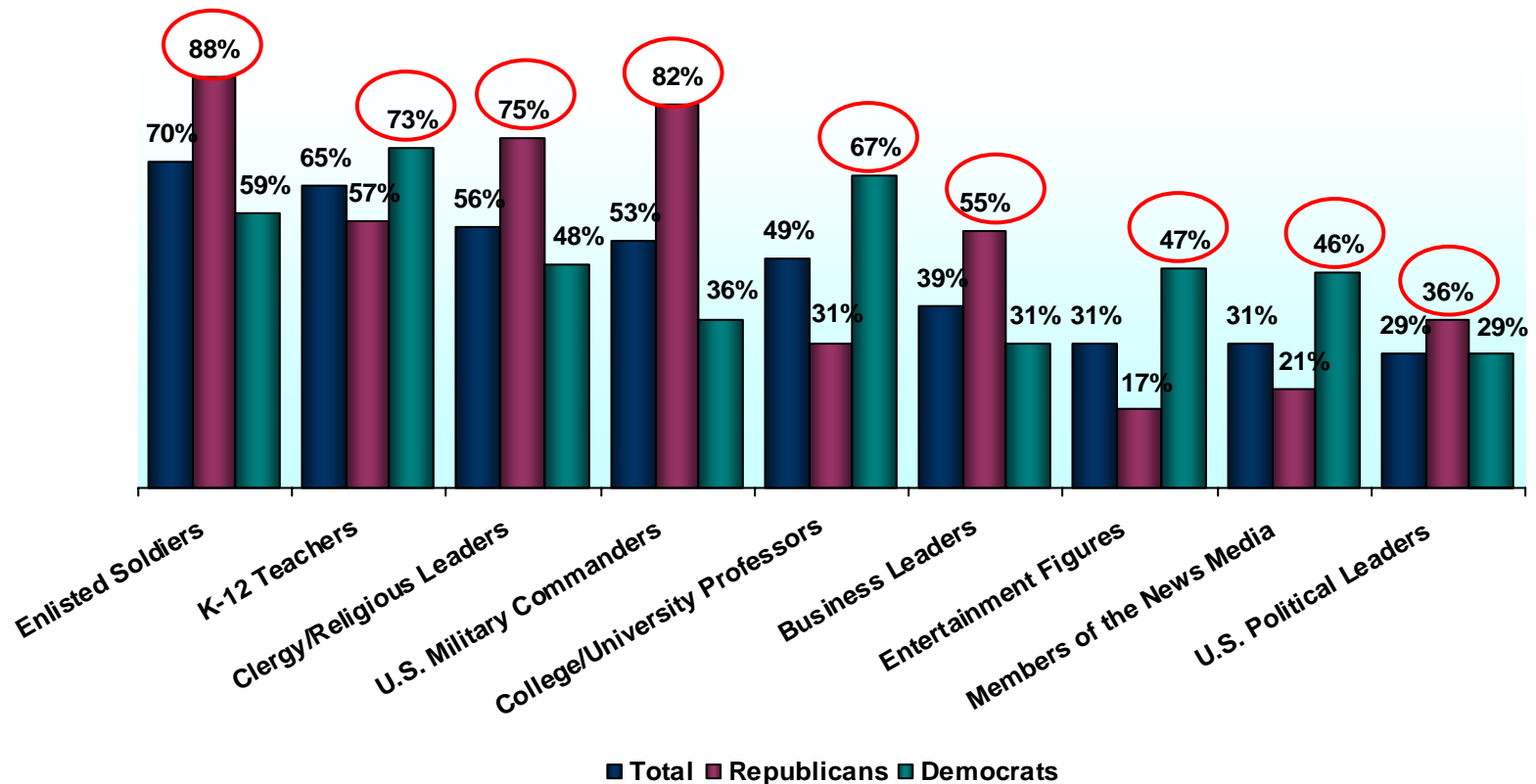


BASE: ALL RESPONDENTS (N=2,421)

Q745. Looking at this list of people and groups, please indicate if you believe they do or do not share your personal values.

Interestingly, while overall agreement among subgroups about sharing values is high, there are sharp differences between political parties. For example, more than twice as many Democrats as Republicans report that professors share their values, whereas the opposite is true for military commanders.

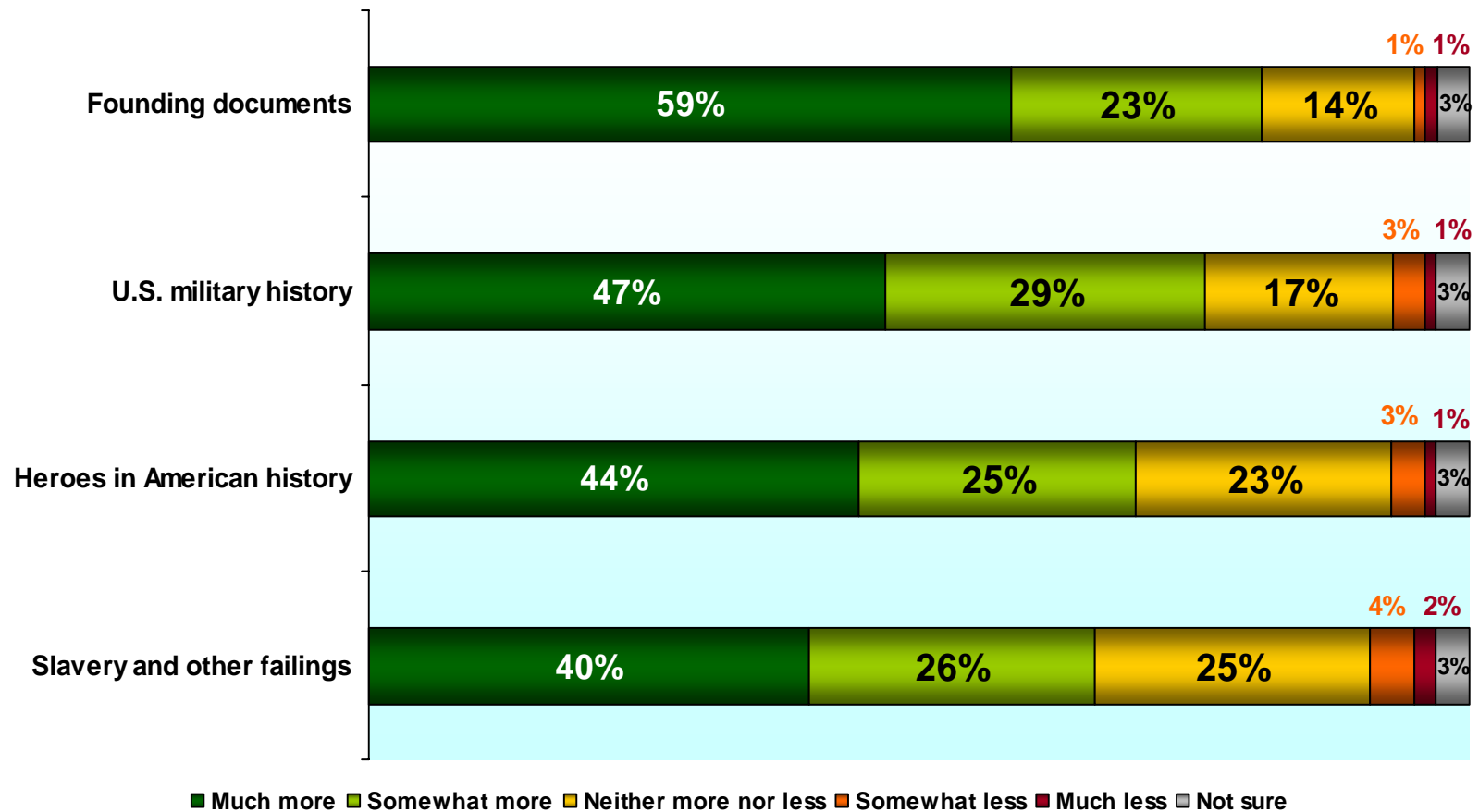
Summary of Definitely/Probably Share my Values



BASE: ALL RESPONDENTS (N=2,421)

Q745. Looking at this list of people and groups, please indicate if you believe they do or do not share your personal values.

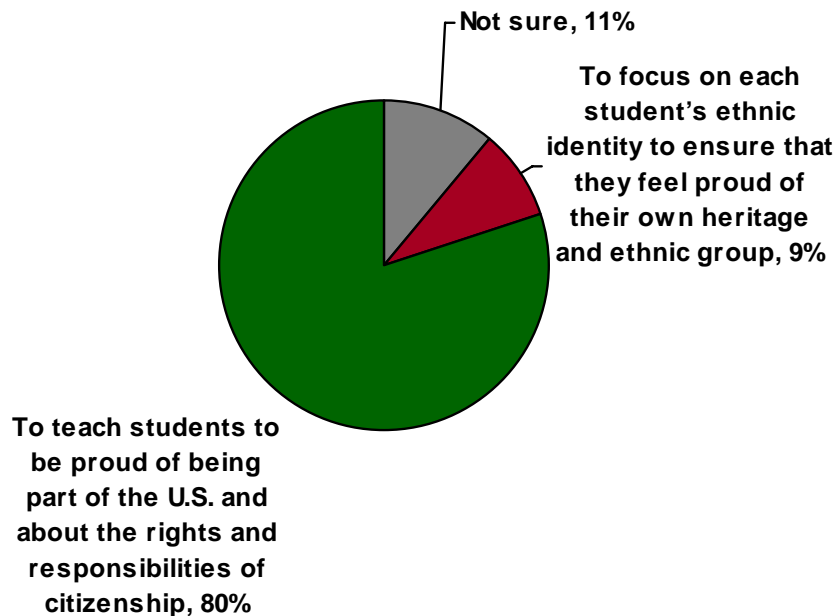
Overall, respondents believe that Americans should learn more about all aspects of U.S. history including the founding documents, U.S. military history, heroes in American history, and slavery and other failings.



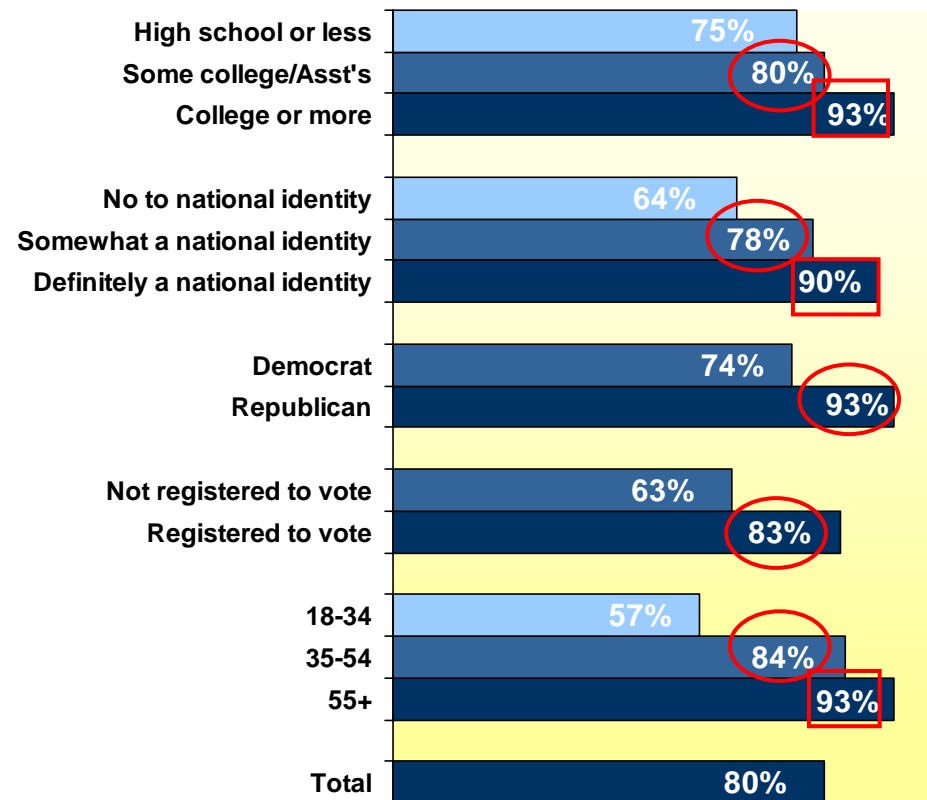
BASE: ALL RESPONDENTS (N=2,421)

Q815. Do you believe that students in U.S. public schools (kindergarten-12th grades) should learn more or less about the following topics?

Eight in ten of those surveyed believe it is more important to teach about being a U.S. citizen than to teach about students' ethnic backgrounds; however younger Americans were much less likely to think so.

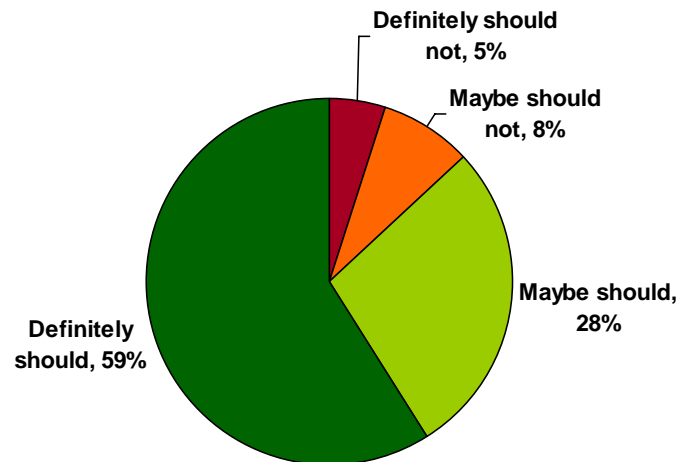


Summary of Teach Rights & Responsibilities of Citizenship

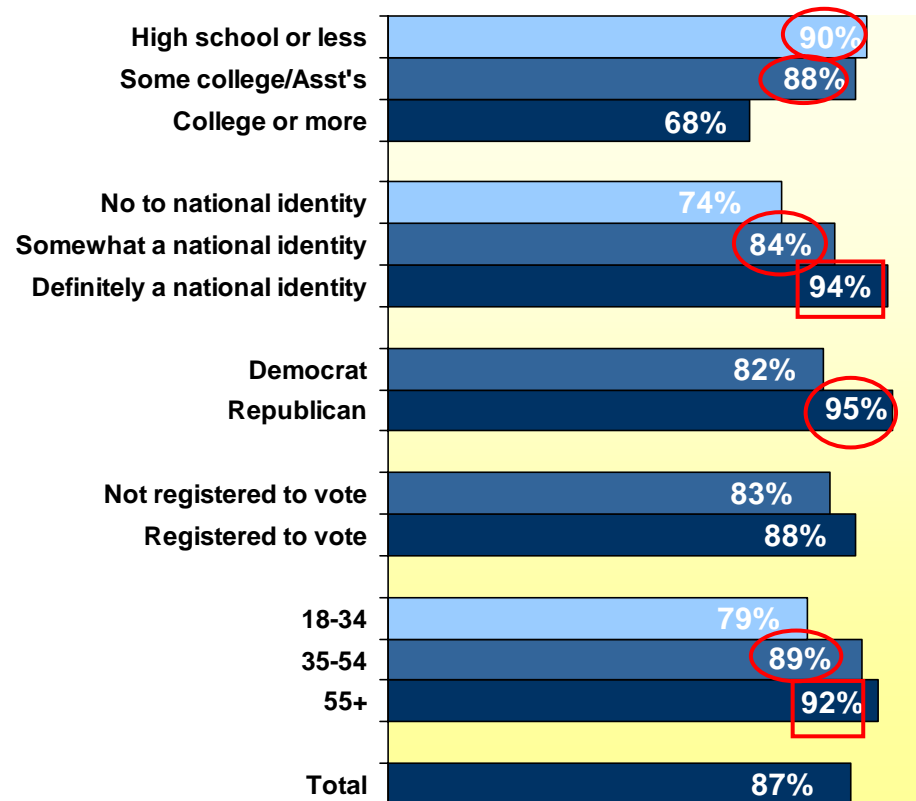


BASE: ALL RESPONDENTS (N=2,421)
Q805. What should be a greater priority for our schools?

Almost 90% of Americans believe that colleges and universities maybe or definitely should be required to teach U.S. history and government. Those born outside of the U.S. are slightly more likely to believe this.



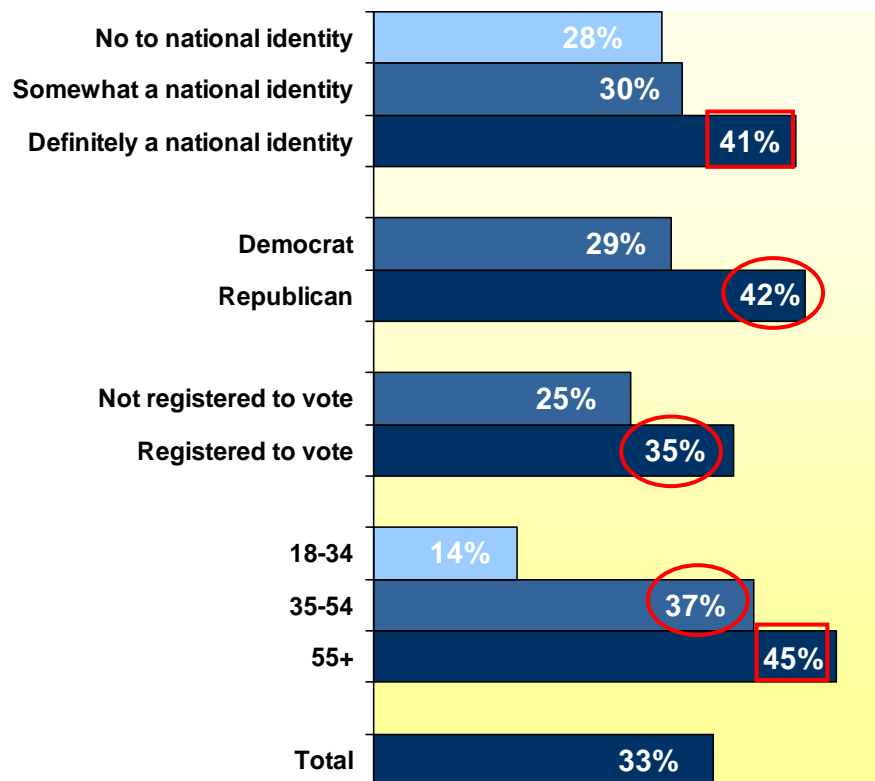
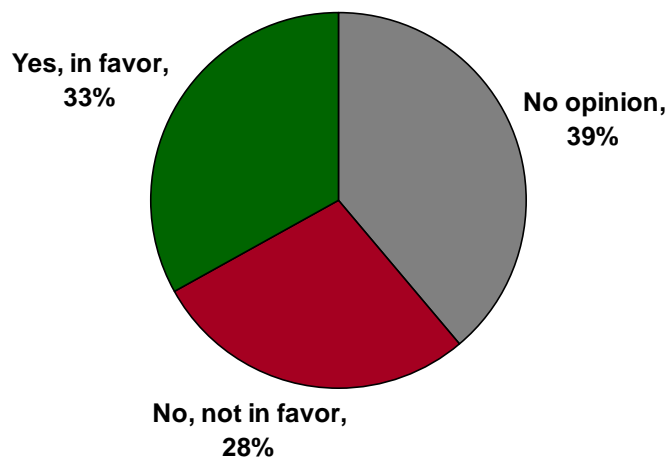
Summary of Definitely/Maybe Should



BASE: ALL RESPONDENTS (N=2,421)
Q810. Do you believe that colleges and universities should be required to teach all students American history and government?

Americans are closely divided over whether they favor or oppose returning the name of President's Day holiday back to George Washington's birthday, with one third (33%) favoring it, just over one-quarter (28%) opposing it, and over a third (39%) reporting no opinion. Age, party, and belief in a national identity were strongly associating with favoring the change.

Summary of Favor

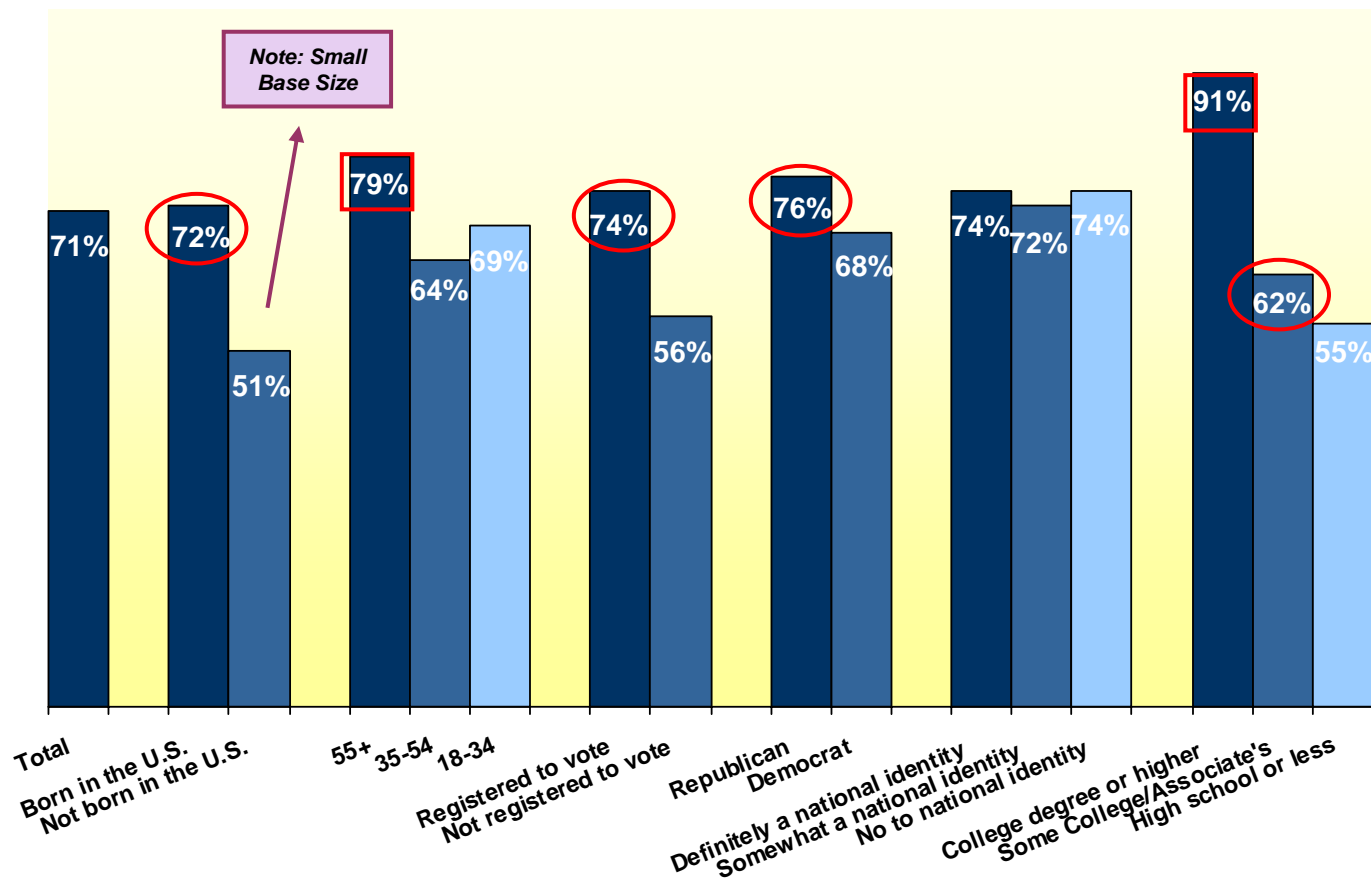


BASE: ALL RESPONDENTS (N=2,421)

Q820. Americans currently celebrate "President's Day" in February. Would you be in favor of restoring the name of this holiday to "George Washington's Birthday," rather than the current name of "President's Day?"

U.S. citizens did well overall on the citizenship test questions, with almost three quarters answering at least three of the four questions correctly. Those with higher education levels, those born in the U.S. and registered voters did significantly better on the questions than those not born in the U.S. and not registered to vote.

Summary of Three or more Correct



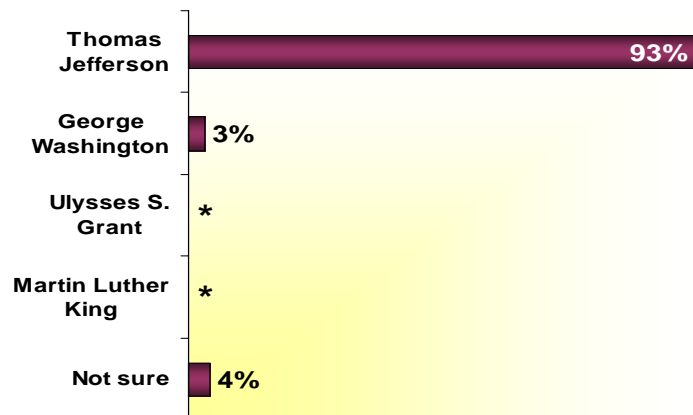
BASE: ALL RESPONDENTS (N=2,421)

Q910. Who did the United States fight in World War II?

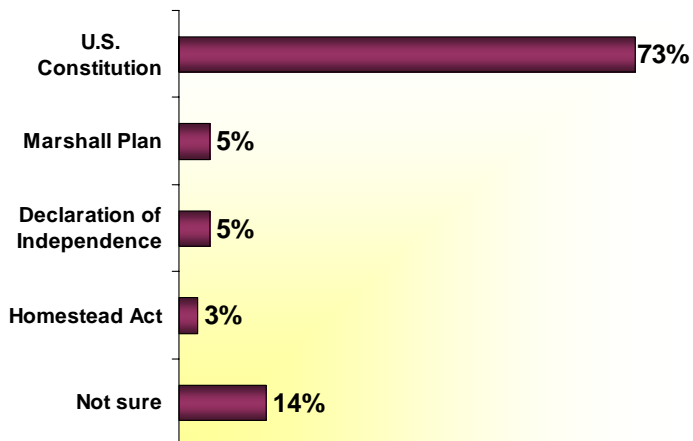
Q915. What did the Emancipation Proclamation do?

Q920. Which document outlines the division of powers between the states and the federal government?

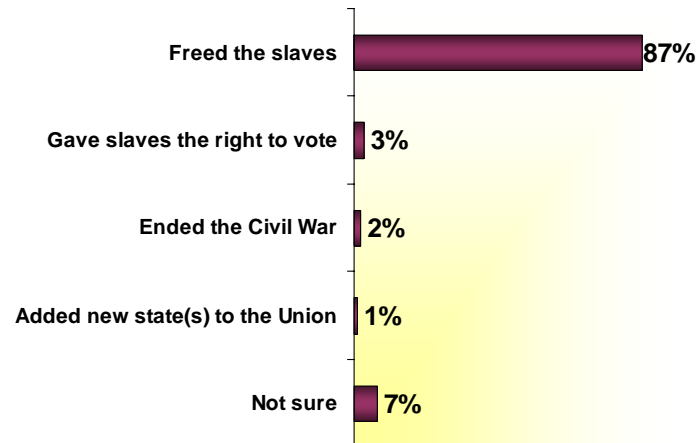
Citizenship Test Questions



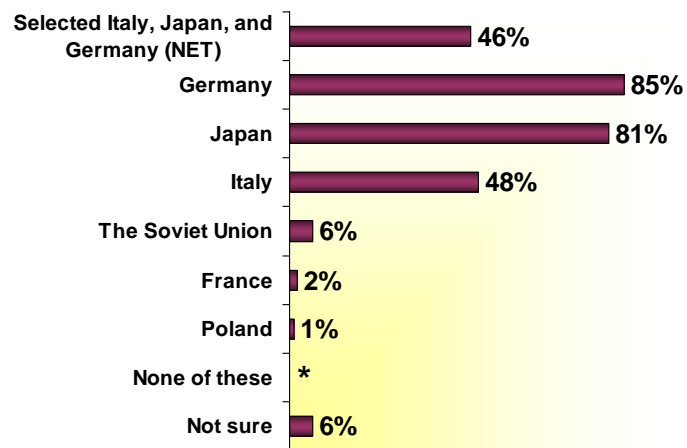
BASE: ALL RESPONDENTS (N=2,421)
Q905. Who wrote the Declaration of Independence?



BASE: ALL RESPONDENTS (N=2,421)
Q920. Which document outlines the division of powers between the states and the federal government?



BASE: ALL RESPONDENTS (N=2,421)
Q915. What did the Emancipation Proclamation do?



BASE: ALL RESPONDENTS (N=2,421)
Q910. Who did the United States fight in World War II?

Respondent Profile

N=2,421

<u>Registered to Vote</u>	%
Yes	85
No	12
Not sure	1
Refused	2

<u>Voted in last national election</u>	%
Yes	72
No	25
Not sure	1
Refused	2

<u>Religious Service Attendance</u>	%
Every week or more	26
Once or twice a month	9
A few times a year	21
Once a year	4
Less than once a year	22
Never	17

<u>Political Party</u>	%
Republican	29
Democrat	35
Independent	27
Other	8

<u>Born in U.S.</u>	%
Yes	96
No	4

<u>Religiosity</u>	%
Very religious	23
Somewhat religious	46
Not very religious	19
Not at all religious	12

<u>Political Ideology</u>	%
Conservative	30
Moderate	47
Liberal	23

<u>Parents Born Outside U.S.</u>	%
Both parents	10
One parent	6
Neither parent	83
Not sure	*

<u>Marital Status</u>	%
Married	50
Single	30
Divorced	9
Separated	1
Widowed	4
Living w/ partner	6

<u>English First Language</u>	%
Yes	95
No	5

<u>Fluent in Foreign Language</u>	%
Yes	16
No	84

Respondent Profile

N=2,421

<u>Gender</u>	%
Male	48
Female	52

<u>Age</u>	%
18 - 34	28
35 - 44	17
45 - 54	19
55 - 64	19
65+	17
MEAN	45.7

<u>Race</u>	%
White	74
Black/African American	10
Hispanic	9
Asian/Pacific Islander	2
Native American/Alaskan Native	1
Mixed Race	2
Other	*
Decline to answer	2

<u>Region</u>	%
East	22
Midwest	24
South	33
West	21

<u>Household Income</u>	%
Less than \$35,000	24
\$35,000 to \$74,999	28
\$75,000 to \$99,999	11
\$100,000 or more	19
Decline to answer	17

<u>Employment Status</u>	%
Employed full-time	35
Employee part-time	16
Self-employed	7
Not employed, but looking for work	5
Not employed and not looking for work	5
Retired	21
Student	18
Homemaker	11

<u>Education</u>	%
Less than high school	1
Some high school	4
High school or equivalent (e.g., GED)	39
Some college, but no degree	20
Associate's degree	9
College (e.g., B.A., B.S.)	18
Some graduate school, but no degree	3
Graduate school (e.g., M.S., M.D., Ph.D.)	6

About Harris Interactive

Harris Interactive is the 13th largest and one of the fastest-growing market research firms in the world. The company provides innovative research, insights and strategic advice to help its clients make more confident decisions which lead to measurable and enduring improvements in performance. Harris Interactive is widely known for *The Harris Poll*, one of the longest running, independent opinion polls and for pioneering online market research methods. The company has built what it believes to be the world's largest panel of survey respondents, the Harris Poll Online. Harris Interactive serves clients worldwide through its North American, European and Asian offices, and through a global network of independent market research firms. More information about Harris Interactive may be obtained at www.harrisinteractive.com.

To become a member of the Harris Poll Online and be invited to participate in online surveys, register at www.harrispollonline.com.

Harris Methodology Statement

This survey was conducted online within the United States by Harris Interactive on behalf of the Bradley Project on National Identity between December 10th and December 17, 2007 among 2,421 U.S. citizens aged 18 and older. Results were weighted as needed for age, sex, race/ethnicity, education, region and household income. Propensity score weighting was also used to adjust for respondents' propensity to be online.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the adult population of U.S. citizens. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.